Dimitrios Athinaios

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Education

UCL School of Management, London, UK   **Sep/2025 – Sep/2026**
MSc Business Analytics
Core Modules: Business Strategy and Analytics, Marketing Analytics, Operations Analytics, Statistical Foundations, Predictive Analytics, Programming for Business Analytics,
Elective Modules: *Data Engineering(Docker, AWS, Git, SQL, Linux environment, MLOPs)*
Machine Learning for Domain Specialists (Linear Algebra, Multivariate Calculus, PCA, Stats).
Current Average: *81% (Distinction)*

Henley Business School, University of Reading, UK.   **Sep/2022 – Jun/2025**
BSc Business Management (Data Analytics and Digital Business)
Grade: *First Class Honours*
Relevant Courses: Machine Learning, Data Analytics, Information Systems, Business Analytics.

Work Experience

Globassure Insurance Agents (acquired by HOWDEN), Athens, Greece - Data Scientist.   **Jun/2024 – Aug/2024**
- Cleaned 12,000+ records, performed exploratory data analysis (EDA), and identified key data relationships driving actionable insights.
- Extracted and managed data on potential clients in Excel, securing 7 start-ups businesses for employee insurance coverage.

Projects

London Housing & Crime Analysis – Python, Scikit-learn, XGBoost – [[GitHub](#)]
- Engineered a Spatio-Temporal analytics pipeline to merge 1M+ housing and crime records, creating a custom "Opportunity Index" for identifying safe, undervalued neighborhoods.
- Trained an XGBoost regressor optimised via Optuna, achieving an R^2 of 0.92 and MAE of £64k, outperforming KNN and Polynomial Regression baselines by effectively capturing non-linear location-safety interactions.

Portfolio Website & Linktree Clone – HTML, CSS, GitHub Pages – [[Live Site](#)] | [[GitHub](#)]
- Designed and deployed my personal website showcasing projects and GitHub repositories.
- Integrated a responsive, mobile-friendly layout and custom project cards.

Global Team Plans Corporate Website – HTML, GitHub – [[Live Site](#)] | [[GitHub](#)]
- Designed and deployed a responsive static front-end website for a corporate client, establishing their digital brand presence and managed version control and deployment via GitHub.

Marketing Analytics Projects – R, Machine Learning, Causal Inference – [[GitHub](#)]
- **CLV & Strategy:** Formulated a market entry strategy for a hypothetical retail startup, segmenting high value "Foodie" cohorts to project an £11k+ profit uplift via loyalty programme modelling.
- **Targeting Optimisation:** Achieved 67.8% ROI with an optimised Decision Tree, outperforming K-Means and Random Forest baselines by identifying key recency-based predictors.
- **Causal Inference:** Estimated price elasticity and sales drivers using A/B testing and Instrumental Variable (IV) regression (2SLS) to address endogeneity.

Databrick Data project – Python, SQL, Databricks.
- Constructed a scalable ETL pipeline in Databricks to clean and analyse 500k+ retail transactions, utilising PySpark to handle missing data and engineer "Guest" vs. "Registered" customer segments.
- Created simple dashboard visualizations in Databricks to track key metrics (Monthly Revenue, Top Products), translating raw transactional data into business insights.

Professional Skills

Languages: Python, SQL, R, Java, HTML/CSS
Data Science & ML: Scikit-learn, XGBoost, TensorFlow, PyTorch, Keras,
Big Data & Cloud: Dataflow, Databricks, Spark, Hive, AWS, Docker, Kubernetes
Visualisation & BI: Power BI, Tableau, Matplotlib, Seaborn
Tools & Platforms: Jupyter Notebooks, Git, Excel, Microsoft Office, RStudio
Certifications: [Mathematics for Machine Learning Specialisation – Imperial College](#) | [Google Advanced Data Analytics](#) | [Microsoft Power BI Desktop](#) | [IBM Data Analyst](#) | [Google Data Analytics](#) | [Data Analytics Bootcamp - Alex Freberg](#) |
Languages: Greek (Native), English (C2-Fluent), Spanish (B1).

Extra-Curricular Activities

Co-Founder/President of Data Analytics Society, University of Reading   **2024 – Current**
- Led a student society, organising over five skill-building events which involved more than twenty students and encouraged professional networking.

Interests and Personal Development : Enthusiastic about martial arts (Karate Black Belt 1-dan, Kickboxing), fitness (gym, running, calisthenics), music, and competitive pursuits. Committed to personal growth in data science, machine learning, and entrepreneurship, guided by Kaizen principles.