




Diego Bettega


Data Scientist


Personal Info

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 [LinkedIn Profile](#)

 [GitHub Repository](#)

Machine Learning & AI

Python Packages:

- Numpy, Pandas, Matplotlib, Seaborn
- Scikit Learn, Scipy, TensorFlow, Keras

Supervised Learning:

- Regularised Linear & Logistic models
- Naïve Bayes, KNN, Decision Tree, Kernel SVM
- Ensemble techniques: Bagging, Random Forest, Adaboost, XGBoost, Light GBM, Voting Classifier

Unsupervised Learning:

- K-means, Hierarchical Clustering

Dimensionality Reduction:

- PCA, Kernel PCA, LDA, SOMs, t-SNE, UMAP

Recommendation Systems:

- Market Basket Analysis, Collaborative Filtering
- SVD, RBM

Deep Learning:

- ANN, CNN, RNN-LSTM, GANs, AutoEncoders

Reinforcement Learning (limited experience):

- UCB, Thompson Sampling
- Markov Decision Process

Software

Python

Very Good

R

Limited

MySQL

Very Good

alteryx - [certifications](#)

Advanced

Tableau

Advanced

Excel & VBA

Advanced

Languages

Italian

Native

English

Very Good



Experience

Mar 2018 - Present

Sr Analyst/Data Scientist, Business and Audience Insights
Kinesso (IPG), Data & Tech department - London, UK

- Promoted two times in less than two years.
- Pioneered and build a global model for automatic campaign optimizations, using machine learning models (Python) and deployed in a Web App. Campaign costs were reduced by 30% on average.
- Automated a reporting process by collecting data from multiple Google sources (ADH) using APIs and SQL queries, analysing in Python and visualizing the results in Tableau.
- Successfully designed and implemented an audience insights Tableau dashboard, empowered by first party, third party and programmatic data encoded by using R and alteryx and queried using MySQL. This new product is currently used and sold by EMEA senior leadership team.

Jul 2016 - Feb 2018

Data Analyst
Adloox - London, UK

- Automated time-consuming manual reporting processes that could easily lead to errors (VBA Excel Macro).
- Solved several business issue using mathematical and analytical techniques.



Education

Jun 2019 - Jul 2020

[PGP in AI and ML](#) *(Grade: Excellent)*
Advanced statistic; supervised - unsupervised - reinforcement learning; featurization, model selection and tuning; recommendations systems; deep learning (ANN, CNN, RNN - LSTM); NLP; GANs; model deployment.
[Winner](#) of a Hackathon with 120 data scientists participating in the competition. The objective was maximizing the accuracy in a supervised classification problem.
[#4](#) place in "The Grand Hackathon" with over 1000 data scientists participating in the competition. Won a prize: course in Mastering Big Data Analytics.

Jul 2020 - Jan 2021

[PGP in Cloud Computing](#)
Cloud Foundations; Specialization in AWS, Microsoft Azure and Google Cloud; Containers; Microservices; Big Data Management and Analytics on Cloud; Cloud Security & Migration; Private Cloud; Enterprise Cloud Solutions; Cloud-Native DevOps; On Prem DevOps.

Jul 2020 - Oct 2020

[Course in Mastering Big Data Analytics](#)
Apache Hadoop; Map reduce; HDFS; YARN; Hive; Pyspark; Spark SQL; Spark MLIB; Spark streaming; Kafka.

Dec 2014

[Mechanical Engineering](#)
Bachelor's Degree – University of Parma, IT



Projects

- [Financial model](#): ensemble techniques and stateful LSTM on FOREX market prediction.
- [NLP](#): GloVe embedding and multi-layered bidirectional LSTM on sarcasm detection.
- [Face Detection](#): CNN (UNET architecture) to locate the position of a face in an image.
- [Face Recognition](#): pre-trained VGG face, Triplet Loss, PCA and SVM to recognize faces.
- [Image Classification](#): ANN in Numpy & Keras to identify images containing numbers.
- [Recommendation System](#): recommendations for products on an e-commerce website.
- [Customer Retention](#): stacking multiple ML model to identify churning customers.
- [Model Explainability](#): partial dependence plot and SHAP plot to generate insights.



Certifications

- Machine Learning A-Z™ and Deep Learning A-Z™: (Udemy)
- Machine Learning Crash Course (Google Developers)
- R Programming: Advance Analytics in R for Data Scientist (Udemy)
- The Ultimate MySQL Bootcamp: Go from SQL Beginner to Expert (Udemy)
- Tableau 10 Essential - Mastering Calculations - Tableau 10 for Data Scientist - Integration Tableau and R for Data Science (all 4 - Lynda)