



EDOARDO SEZZI

DATA SCIENTIST

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SUMMARY

Experienced data professional with cross-field skillset, combining data expertise with software engineering practices. Involved in client-related conversations and pre-sales engagement.

EXPERIENCE

7/2019 – Present: Data & Product

AFINITI, MILAN, ITALY

My responsibilities in Afiniti spanned from coordinating a data engineering team, supporting them in development, to design and develop new prototypes for internal and external products.

- Product & Prototyping
 - Development of data pipeline and clustering for a Channel recommendation prototype
 - Design and development of an internal data governance app used by client-focused data teams
 - Design and development of a prototype assessing fairness in a Contact Center environment through the use of a Discrete Event Simulation
- Data
 - Led a team of data engineers in developing and deploying a data pipeline for EBP deployment
 - CLV Model – Design and development of a Customer Lifetime Value model for improving existing revenue metric - 30% increased performance compared to previous metric

6/2017 – 7/2019: Data Scientist – Customer Value Management

NEXI, MILAN, ITALY

- Development of an Attribution Model to assess economic impact of the engagement program on CVM revenues
- Development and deployment of clustering algorithm for campaign targeting
- Development of a mobile payer inactivity score to trigger campaign communications
- Design, development and prototyping of a data monetization BI service exposed to partner banks

6/2015 – 6/2017: Analytics Consultant

VALUE LAB, MILAN, ITALY

Data analyses for a variety of clients in different industries across Italy and Europe. Development of predictive and descriptive models through data mining techniques in order to provide valuable insights and impactful results. Some example:

- Behavioral segmentation (k-means) and deterministic segmentation (RFM)
- Development of churn model
- Development of predictive model to assess the probability of repurchase for new clients
- Comprehensive CRM support: structured reporting and spot analyses necessary to assess business performance through KPIs and trends
- Integration of statistical analyses with geographical data (elaborated with ArcGis)

ACADEMIC BACKGROUND

2012 - 2015: Master Degree in Economics & Social Sciences

BOCCONI UNIVERSITY, MILAN,
ITALY

2014: Exchange – NOVA School of Business & Economics

LISBON, PORTUGAL

2009 - 2012: Bachelor Degree in Economics & Social Sciences

BOCCONI UNIVERSITY, MILAN,
ITALY

SKILLS

Python – SQL – GCP – Git – Docker – Linux – SAS

HOBBIES

I am fond of sports: I am runner, with a solid goal of running a marathon well below 3 hours; I am an amateurish soccer player, enjoying every single moment with my team, both on and outside the pitch; I am a hiker, and I enjoyed walking for 180km with 12000mt of elevation gain around Mont Blanc on my own. I love challenges, both with a team and as an individual