

# EDOARDO SEZZI

## DATA, ANALYTICS & PRODUCT



### SUMMARY

Experienced *data professional* with a diverse skillset, combining *expertise in data analysis with software engineering* practices. I actively engage in client conversations and pre-sales activities.

### EXPERIENCE

#### Data & Product

07/2019 – 06/2023, Afiniti, Milan, Italy

My responsibilities in Afiniti spanned from coordinating a data engineering team during development and deployment of data pipelines, to designing and personally developing new prototypes for internal and external products. During my tenure, I have expanded my responsibilities from Italian to UK and US market.

- **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 a data pipeline for Afiniti's proprietary system deployment
  - CLV Model – Design and development of a Customer Lifetime Value model for improving existing revenue metric - The metric has been optimized using Afiniti proprietary algorithms, returning a 30% increase in performance compared to previous metric

#### Data Scientist – Customer Value Management

06/2017 – 07/2019 - Nexi, Milan, Italy

- Development of an Attribution Model to assess the 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

#### Analytics Consultant

6/2015 – 6/2017 - Value Lab, Milan, Italy

Data analyses for several clients in different industries across Italy and Europe. Development of predictive models and descriptive analyses:

- Behavioral segmentation (k-means) and deterministic segmentation (RFM)
- Development of churn model (tree-based algorithms)
- Development of predictive model to assess the probability of repurchase for new clients (tree-based algorithms)
- Comprehensive CRM/Marketing support: BI and detailed analysis about performance and e
- Integration of statistical analyses with geographical data (elaborated with ArcGis)

### ACADEMIC BACKGROUND

Master Degree in Economics & Social Sciences (2012 – 2015)  
Bocconi University, Milan, Italy

Exchange (2014)  
NOVA School of Business & Economics, Lisbon, Portugal

Bachelor Degree in Economics & Social Sciences (2009-2012)  
Bocconi University, Milan, Italy

### HOBBIE

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 have also climbed Kilimanjaro (5895m)

*I love challenges, both with a team and as an individual*

### SKILL

Programming - Python, SAS, Git

Data processing – SQL, pandas, numpy

Data visualization – matplotlib, seaborn, plotly

OS – Linux, Windows

Web dev – dash, django, streamlit, HTML, CSS

Cloud & DevOps – GCP, Docker

Machine Learning – scikit-learn

✉ edoardo.sezzi@hotmail.it

☎ +39 3341115868

🌐 www.edoardosezzi.com

📍 Via Paolo Davoli 10, Reggio E. Italy