EDOARDO SEZZI

DATA SCIENTIST

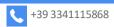Corso Sempione 88, Milan Italy | edoardo.sezzi@hotmail.it | +39 3341115868 | www.linkedin.com/in/edoardo-sezzi

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SUMMARY

Data Specialist with 7+ years of experience. Spanned through Data Science, Data Engineering and Data Governance.
Avid learner, I am constantly trying to improve my skills, studying on manuals and applying gained knowledge to new use cases.

EXPERIENCE

7/2019 – Present: **Director – Advanced Analytics**   AFINITI, MILAN, ITALY

In Afiniti I have gone through several roles, starting with a technical focus and expanding it to incorporate soft-skills in client engagement activities, without losing the passion to put my hands on data and code.

- From December 2022 till present: **Director**
  - o   Responsible for the design and the prototype development of a new product
- From July 2021 till November 2022: **Associate Director**
  - o   Owner of pre-sales data engagement – presenting to clients Afiniti needs in terms of data and integration
  - o   Designed data integration architecture with Afiniti's clients – Cloud to prem, prem to prem
  - o   Develop an internal product to enable our client discovery team to access a centralize repository of data points necessary for Afiniti modelling. Built a data pipeline that takes input from users and store data in a Relational DB, using the data to assess proficiency of the team in getting the required data
- From February 2020 to June 2021: **Senior Data Scientist**
  - o   Part of the development team of a new omnichannel recommendation product
  - o   Design data integration architecture to feed Afiniti models
  - o   CLV Model – better assess impact of Afiniti optimization algorithm through a robust metric, closely aligned with business goals. 30% increased performance compared to previous metric and now considered a global benchmark within Afiniti
  - o   Compensation targeting schema – Design of an agent compensation schema that aligns agent goals to business goals and reduce perceived unfairness by contact center agents
- From July 2019 to February 2020: **Data Manager**
  Main tasks:
  - o   Lead a team of data engineers in developing and deploying a pipeline for EBP deployment
  - o   Coordination and set-up of data quality sensors
  - o   Measurement of performances through A/B test
  - o   Ad-hoc analyses and insights

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
- First deployment into production of a machine learning algorithm
- Definition of Nexi Personas through a mixed approach:
  - o   Data Driven Segmentation - a view from the inside through internal data
  - o   Market Research Segmentation - a view from the outside through market research data
  - o   Final synthesis and personas through a combination of Segmentations
- Development of a mobile payer inactivity score to trigger campaign communications
- Design, development and prototyping of a data monetization 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)

7/2014 – 10/2014: **Stagiaire – DG SANCO**   EUROPEAN COMMISSION, BRUXELLES, BELGIUM

I worked closely with the Energy & Consumers team in DG SANCO (Health & Consumers), dealing with the integration of consumer interests in specific policy areas, in particular energy and transport.

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

LANGUAGES

Italian: Native - English: Fluent

SKILLS

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

CERTIFICATION

COURSERA	Neural Networks and Deep Learning
COURSERA	Improving Deep Neural Networks: Hyperparameter tuning, Regularization and Optimization
COURSERA	Structuring Machine Learning Projects
CPE	Certificate of Proficiency in English – Level C2 – Grade: B

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