EDOARDO SEZZI

DATA, ANALYTICS & PRODUCT

Personal website

SUMMARY

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

EXPERIENCE

Data Scientist
04/2024 – Present, Habacus, Milan, Italy

All things data, ranging from data engineering to data science activities:
- Recommender system between jobs openings and students
- Systematic data collection through web scraping + GenAI API models
- DWH design: revisit the whole data process and designed data pipelines to assess and reduce data bottlenecks and outages. 30% improvement and still ongoing
- Served new data assets to BI and CRM marketing automation

Data & Product - Director
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 a Discrete Event Simulator to produce causal statements
- 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 quantify the economic impact of CVM engagement program
- Development and deployment of clustering algorithm for campaign targetingDesign, development and prototyping of a data monetization BI service exposed to partner banks

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

Experience in ML and analytics across a range of industries.
- 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)

ACADEMIC BACKGROUND

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

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

HOBBIES

I am a competitive *runner*, ranging from track&field to Half Marathons;
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

SKILLS

Programming - Python, SAS, Git

Data processing – SQL, dbt, pandas, polars

Data visualization – Looker, matplotlib, seaborn, plotly

OS – MacOs, Linux, Windows

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

Cloud & DevOps – GCP, Docker, Kestra

Machine Learning – scikit-learn

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