

# FEDERICA DANI

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## EDUCATION

### UNIVERSITY COLLEGE LONDON (UCL)

London, UK | Sept 2024 - Sept 2025

MSc Data Science & Machine Learning. Distinction

Core modules: Supervised and Unsupervised Learning, DL, NLP, Machine Vision, Bayesian Reasoning.

### UNIVERSITA' CATTOLICA DEL SACRO CUORE (UCSC)

Milan, Italy | Sep 2016 – Sep 2021

MSc in Statistical Sciences for Business & Economics. Final grade: 110/110

BSc in Economics and Management. Final grade 110 cum Laude/110

## WORK EXPERIENCE

### PWC S.P.A. — Junior Data Scientist, Consultant

Milan, Italy | June 2022 – Dec 2024

- *Fashion – Personalization*: Built a personalized newsletter recommendation system using Python (NLP, clustering, churn prediction). Ran iterative A/B tests on real-time feedback. Significantly increased the customer engagement and satisfaction.
- *Fashion – Customer Experience*: Developed two e-commerce AI chatbots agents for purchase assistance + document search (OpenAI GPT, Google Dialogflow). Improved search efficiency and UX contributing to winning major client (EUR 7.05B Cap).
- *Retail – Churn Prediction*: Built a churn prediction model analyzing 20+ years of customer data for an international retailer. Delivered insights via Power BI and matplotlib dashboards, guiding CRM and retention strategies.
- *Banking – Impact Analysis*: Contributed to year-long project assessing the social impact of financing initiatives of major Italian bank (EUR 45.4B Cap.). Built SAS Viya dashboards to automate KPI computation and support strategic decision-making.

#### Additional contributions

- *Diversity & Inclusion Committee Member*: Actively helped design initiatives to promotes inclusion/representations across teams.
- *STEM Education Volunteering*: Delivered Python/ML workshops for high school / university students.
- *PwC Volunteering*: Supported renovation projects improving social housing for young adults recovering from addiction.

### ACCENTURE S.P.A. — Analyst, Strategy Intern

Milan, Italy | May 2021- Oct 2021

- *Assurance – Optimization*: Optimized internal workflows for an insurance client, streamlining 20+ process steps across business units and improving ticket efficiency while contributing to IT redesign and governance.

## APPLIED PROJECTS

### BODYMETRICS x UCL – Skin Feature Classification

London, UK | Jan 2025 – Sept 2025

- *Beauty – Personalization*: Collaborated with 6-member startup to advance personalization in beauty/fashion sector. Built multimodal AI pipeline using foundation models and diffusion-based synthetic data. Addressed fairness, class imbalance, and robustness in skin-feature classification.

### BOSTON SCIENTIFIC x UCSC

Milan, Italy | Mar 2021 – May 2021

- *Healthcare – Predictive Analysis*: Analysed +300K records using Python (OLS modules, CART, scikit-learn, NumPy, Seaborn, and Matplotlib) and optimized departmental performance and resource allocation, via improved commercial strategy.

## SKILLS & INTERESTS

**Programming**: Python (NumPy, pandas, scikit-learn, PyTorch, TensorFlow), R, SQL, SAS.

**Platforms**: Git, Power BI, SAS Viya, Linux, APIs, GCP, AWS, Azure (basic).

**Ways of Working**: Agile/Scrum, cross-functional collaboration, stakeholder communication.

**Certifications**: IELTS (8.0/9.0), DP-100 Microsoft Azure (2023), Google Analytics (2021).

**Languages**: Italian (native), English (fluent), French (conversant).

**Extras**: Stanford University International Honors Program scholarship (2019). STEM Tutor & Presidential Team member, UCSC (2019–2022). *Year Abroad* (12<sup>th</sup> level), Michigan, USA (2015). Certificate of outstanding attendance. *Dance* – Competitive level.

**Interests**: Behavioral science, languages, thrill literature, travel, skiing, dancing, Pilates and snorkeling.