Federico Squasselli

Business Analytics Student

Business Analytics master's student with a solid background in a Bachelor's program focusing on Management and Marketing.
I seamlessly integrate business and strategic marketing concepts into my academic journey, currently emphasizing the use of data for informed decision-making.
Beyond enhancing analytical skills, I actively pursue personal development and financial awareness. I advocate for a well-rounded approach where professional growth effortlessly aligns with continuous personal development.

Contact

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Linkedin
Federico Squasselli

Projects

- *"Brutally Honest about Communication"*
  Explored managerial communication at Nordea during a 2022 Bachelor Erasmus. Focused on transparency, relationship-building, and employee engagement.

- *Gym Database*
  Designed and implemented a gym database, extracting targeted insights using MySQL queries.

- *Data Visualization*
  Executed a project on statistical data visualization, using an Instagram profile to present diverse charts and graphs for effective communication and engagement.
  https://www.instagram.com/ourdailydata/

Expertise

RStudio - Pyhton - Stata - Sas
MySql - Excel

Language

Italian

English - IELTS
Certification (7.0)

Education

09/2015 - 07/2020

Diploma
Liceo Classico Giacomo Leopardi
Viale Alcide De Gasperi, 135, 63074, San Benedetto del tronto, Italy
https://www.iisleopardiciccarelli.edu.it/

09/2020 - 09/2023
Bachelor's degree "Management and Marketing"
University of Bologna
Via Zamboni, 33, 40126, Bologna, Italy
https://corsi.unibo.it/1cycle/ManagementMarketing
Final Grade: 110 cum laude
Thesis: *"The transformation of the Customer Relationship Management: Artificial Intelligence as the driver of personalization and engagement."*
I explored how Artificial Intelligence enhances personalization and engagement in customer relationships, addressing areas such as customer acquisition, personalized offerings, emotion analysis, and customized communication.

09/2023 - Current
Master's degree "Business Analytics"
University of Bologna
Via Zamboni, 33, 40126, Bologna, Italy
https://corsi.unibo.it/2cycle/BusinessAnalytics

Work Experience

Summers 2019 - 2021

Hotel Waiter
La Panoramica Country House
Via Panoramica, 20, 63074, San Benedetto del Tronto (AP), Italy
During summer breaks from studies, I worked as a waiter in the same hotel for three consecutive years