

Giovanni Ghedini

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Relevant Experience

Atlas Concorde USA | Atlanta, GA

May 2024 - Present

Project Manager

Lead innovative projects with a **data-driven approach** to expand our **retail B2B** business with **The Home Depot**.

- Analyzed **unstructured data with R** to decrease product returns (affect **20%** of the company's total sales), providing actionable insights with interactive **Tableau** dashboards.
- Created automated reports with **Python** and **R** to **deliver insights** to the upper management, as well as to **drive decisions in projects**.
- Developed **strategies** to expand our product's presence within **THD network**. Present findings to THD merchants to **double store presence** on US soil.
- Cultivating long-term relationship** with client (THD) by capturing its needs and providing **actionable insights** supported by **thorough data analysis**.

Intesa Sanpaolo | Bologna, Italy

June 2019 - August 2022

Data Analyst

Cooperated with a team of financial advisors in building client's investments portfolio.

- Constructed investment pitch and analysis of **financial instruments** for over **300 clients**.
- Contributed, as **analyst**, in a portfolio's average growth of **8.5% YoY**.
- Conducted market research to target clients that increased the overall portfolio's value by **€ 5 mln**.

PDFOR Performance Development | Bologna, Italy

September 2021 - June 2022

Business Analyst

Collaborated as a Business Analyst within a consultant team specializing in corporate performance development.

- Expert in **Data Visualization** using **Tableau** and **Power BI** to communicate **actionable insights** to management.
- Developed **ML predictive models**, ranging from simple **classification** to advanced **regression**, to inform strategic business decisions for 5 companies.
- Analyzed budget and financial statements for over 10 companies using **MySQL** and **Excel**.
- Successfully **revitalized** a struggling dental industry company by analyzing accounting sheets and organizational structure, leading to strategic remodeling and **doubling production** within a year.

Education

Master of Science in Business Analytics

April 2024

Hult International Business School | Cambridge, USA

- Data Management with SQL and Power Query Editor.
- Optimizing investment Portfolios with Python.
- Predicting and Forecasting with R. Analysis and Manipulation of Unstructured Data (Text, Images) with R.
- Tableau; Power BI; Microsoft Power Query; ML; AWS (Amazon Web Services).

Master of Science in International Business

August 2023

Hult International Business School | Cambridge, USA

- Specialization in Finance (M&A; Corporate and Personal Finance) and Business Analytics.

Bachelor of Economics in Management and Marketing

July 2022

Alma Mater Studiorum | Bologna, Italy

- Specialization in Management and marketing; Minored in Finance and Business Analytics.
- Main courses: Corporate accounting, corporate finance, macroeconomics, corporate management and economics, production management, market analysis, key account management and trade marketing, marketing.

Skills & Competences

Competences: Data Visualization; Predictive Modeling; Data Analysis; Machine Learning (ML); Business Analysis with Structured and Unstructured Data; Data Mining; Databases Automations; Financial Data Analysis; Quantitative Modeling; Risk Management.

Programming Languages: **Python** (NumPy, Pandas, Matplotlib, Seaborn, Plotly, ggplot2, scikit-learn, TensorFlow); **R** (rpart, caret, ggplot2, tidyverse, tidytext, tidyr, tidymodels, tseries, rugarch, dplyr, ModelMetrics, randomForest, Shiny, xgboost, pdftools, tm); **Google Collab**.

Databases: **AWS**; **MS SQL Server**; **MS Access**; **MySQL** (Select, Insert, Update, Delete, create table, Create view, Distinct, Where, Order By, Group By, Having, Join, Union).

Data Visualization Tools: **Power BI** (DAX, data modeling, data analysis expressions, power query (ETL)); **Tableau** (design interactive dashboards, translate complex data into visualizations, data cleaning, fields/table calculation).

Microsoft tools: **Word**; **Excel** (sum, average, if statements, xlookup, countif, sumif, concatenate, pivot tables, power query, data analysis); **Power BI**; PowerPoint; **Azure**; Outlook; One Note; Access.

Certifications: Harvard Global Case Competition – M&A; Excel Skills for Business Statistics; MySQL.

Languages: English; Italian.

Academic Projects

M&A Harvard Case Competition, Harvard Business School | Cambridge, MA

February 2023 - March 2023

- Performed a comprehensive **financial valuation** of Vestas, a **\$38 billion** company, utilizing a discounted cash flow (**DCF**) analysis and financial multiple assessment.
- Conducted thorough financial **due diligence** on the company's statements, identifying key strengths and weaknesses for informed **investment analysis**.
- Crafted a persuasive investment pitch for SMA Solar Technology, **forecasting** a 116% **share price** growth over the next decade. Grounded in meticulous **risk management** analysis to identify long-term value creation opportunities.