GIUSEPPE INCARDONA

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SKILLS

- **Programming Languages**: Python, R, SQL
- **Programming Frameworks**: Scikit-Learn, TensorFlow, PyTorch, XGBoost, Pandas, Numpy, BeautifulSoup
- **Data Visualisation**: Tableau, PowerBI, Matplotlib, Seaborn, Shiny, ggplot2 (R)
- **Technologies**: Natural Language Processing (NLP), Deep Learning, Statistical Modeling, Git, Linux
- **Languages**: Italian (Native), English (Fluent), French (Intermediate)
- **Professional Certificates:** Microsoft Office Specialist: Word expert and Excel expert (Office 2019)

WORK EXPERIENCE

SOHO HOUSE UK LTD   **London, UK**
F&B Data Analyst   *May 2022 – Jun. 2023*

- Managed and analysed over 2GB of KPI data across all UK company branches using SQL, and presented insights to senior management through interactive Tableau dashboards during routine weekly meetings, driving data-informed decisions. This included the development of 3+ dashboards with 30+ metrics from various databases

- Executed detailed cluster analyses using K-Means, Affinity Propagation and MeanShift algorithms to refine customer segmentation and marketing strategies, resulting in a 24% improvement in conversion rates. Enhanced insights through the use of Tableau for interactive data visualisation

- Utilised Google Trends, Keyword Planner and Analytics to gauge interest in seasonal dishes and drinks. Employed Scikit-Learn for data normalisation and developed a random forest regression model to forecast sales volumes. This guided strategic updates to the F&B menu and optimised marketing campaigns, leading to a 32% increase in seasonal revenue

ALKEMY   **Milan, IT**
Junior Data Analyst   *May 2018 – Mar. 2021*

- Administered data cleaning and organisation processes for over 200 startup companies (64% of the total dataset) using Python and SQL to enhance data quality for outreach and engagement strategies. Generated reports on sales, customer profiles and products using Excel and Power BI, delivering key insights to senior management supporting strategic decisions

- Designed and implemented scalable data pipelines for commercial forecasts, incorporating ARIMA time-series forecasting model, which helped clients reduce marketing investment waste by an average of +17%

- Retrieved public filings and financial reports via APIs and implemented web scraping using Python to gather competitors' pricing packages. Utilised this data to analyse market trends and pricing strategies, enabling strategic adjustments and competitive positioning for our clients in their respective industries

INTESA SANPAOLO GROUP   **Milan, IT**
Business Analyst Apprentice   *Feb. 2016 – Mar. 2018*

- Enhanced risk assessment methodologies by introducing innovative, risk-adjusted profitability metrics for derivatives, bonds, stocks and funds, resulting in a 15% improvement in accuracy for profitability assessments. Integrated advanced quantitative models to reduce operational risks by 21% for major investment portfolios, ensuring alignment with Banking Supervision

- Spearheaded a data analysis initiative that improved data consolidation and analysis efficiency by 35% by extracting and integrating datasets using SQL Server Management Studio, organising them into a centralised client database, and enhancing data retrieval speed by 28%, thereby enabling faster, informed decision-making by management

EDUCATION

BAYES BUSINESS SCHOOL (formerly CASS)   **London, UK**
MSc in Business Analytics   *Exp.: Aug. 2024*

- Relevant modules: Applied Natural Language Processing, Analytics Methods for Business, Applied Deep Learning, Applied Machine Learning, Applied Research Project

- Distinction predicted

UNIVERSITY OF GREENWICH   **London, UK**
BA Hons Hospitality Management   *Sep. 2020 – Jun. 2023*

- Relevant modules: Marketing for Tourism and Hospitality, Entrepreneurship in Tourism and Hospitality, Digital Tourism Management, Innovation and Business Planning, Dissertation

- 1st Class Honours, Recipient of 'The Management & Marketing School Prize for the best Undergraduate Project'