



Lorenzo Taddei

Recent MSc graduate in Marketing Analytics with a background in statistics and CRM.

Confident with complex databases, strong expertise in data visualization techniques.

Netherlands

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Professional History

Game House B.V. (Eindhoven, NL)

Marketing analyst intern 02/2022 08/2022

- Reports insights from customer satisfaction surveys and NPS analysis
- Updating customer retention dashboards
- Editing and monitoring digital marketing campaigns

Tools: Python, SQL, Excel, HTML, PowerPoint

MSc Thesis (mobile games) 08/2022 01/2023

Customer Lifetime Value (CLV) in mobile gaming. Churn and transaction predictions with a prametric model (Pareto/NBD). Base model with RFM values, and extension with playing behavior features to improve predictive accuracy level.

Tools: SQL, RStudio,

Econometrica Srl. (Bologna, ITA)

Junior Data Analyst 01/2019 05/2019

- Data preparation and analysis for articles (published by Auto Aziendali Magazine) and writing reports.
- Editing and analyzing customer satisfaction surveys for AutoAziendali Magazine

Tools: Excel, RStudio,

Internship 10/2018 12/2018

Edited the book “The car repair and its protagonists” (published by Autopromotec). Utilized data wrangling techniques to clean and transform raw data into meaningful visualizations.

Tools: Excel, RStudio

Other experiences

Sales and Operations

Check Yeti | Vienna, AT 07/2021 08/2021

English B2 Course

San Diego, California, US 09/2019 12/2019

Academic History

Tilburg University (NL)

MSc: Marketing Analytics 09/2021 01/2023

Core: gather and analyze big data using the latest techniques and methods available, providing management with critical marketing insights.

Tools: RStudio, Python, Git, Data visualizations tools

Final mark: 7.5/10

Academic Premaster 02/2021 06/2021

- Courses: Business Strategy and Data Analysis, Finance, Management Accounting,

Final mark: 8/10

University of Bologna (ITA)

BSc: Statistical Sciences 09/2015 03/2019

- Methodologies learned: Conjoint analysis, Cluster analysis, Factor analysis, Perceptual maps, and Multidimensional scaling.
- Thesis: Statistical study about chess. Formulation of a model that computes the level of complexity and dynamism of chess games.

Final mark: 100/110

Skills

Software skills

RStudio	[x] [x] [x] [x] [x]	Power BI	[x] [x] [x] [x] []
Python	[x] [x] [x] [x] []	Tableau	[x] [x] [x] [] []
SQL	[x] [x] [x] [] []	Git/GitHub	[x] [x] [x] [x] [x]
MS Excel	[x] [x] [x] [x] [x]	HTML/CSS	[x] [x] [x] [] []

Languages

- English: proficient
- Italian: native
- French: Delf B1
- Spanish: intermediate

Personal interests

- Graphic design and calligraphy
- Web developing
- Climbing and surfing