



Lorenzo Taddei

Born on the 03/09/1996 in Bologna, Italy
Currently in Tilburg, Netherlands

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Recent MSc graduate in Marketing Analytics with a background in statistics and CRM.
Confident with complex databases, strong expertise in data visualization techniques.

Academic History

University of Tilburg (NL)

Academic Premaster | 02/2021 - 06/2021

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

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.

Thesis (collaboration with GameHouse Europe B.V.):

Key courses of the program:

- Marketing research
- Customer analytics
- Survey research
- Social media and web analytics
- Pricing and revenue analytics
- Skills courses (programming and workflow management)

Tools: RStudio, Git, Python(Pandas, Selenium), make

Final mark: 7.5/10

University of Bologna (ITA)

BSc: Statistical sciences | 09/2015 - 03/2019

Thesis: Statistical study about chess. Formulation of a model that computes the level of complexity and dynamism of chess games (Multi Correspondence Analysis).

Key courses of the program:

- Statistics & Calculus of probability
- Sampling methods & Data analysis
- Market research analysis
- Consumer behaviour & Marketing
- Statistical inference

Methodologies employed: Conjoint analysis, Cluster analysis, Anova, Factor analysis, Perceptual maps and Multidimensional scaling

Final mark: 100/110

Other International Experiences

English B2 course (EF, San Diego, US) | 09/2019 - 12/2019

Sales & operation intern (Check Yeti, Vienna, AT) | 07/2021 - 08/2021

Professional History

GameHouse Europe B.V. (Eindhoven, NL)

Marketing Analyst intern | 02/2022 - 08/2022

- Provide insights from surveys- results
- NPS reporting
- Editing and monitoring email marketing campaigns

Tools: Python, MS Excel, HTML

MSc Thesis (mobile dept.) | 08/2022 - 01/2023

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

Tools: SQL, RStudio

Econometrica Srl. (Bologna, ITA)

Internship | 10/2018 - 12/2018

Junior Analyst | 01/2019 - 05/2019

- Edited the book "The car repair and its protagonists" (published by Autopromotec). Compiled tables starting from online datasets and drafted the texts.
- Data preparation and analysis for articles (published in Auto Aziendali Magazine) and writing reports.
- Editing and analyzing customer satisfaction surveys for AutoAziendali Magazine.

Tools: MS Excel, MS Word, RStudio

Skills & Special Interest

Software & Programming Languages

R Studio	[x] [x] [x] [x] [x]
Python	[x] [x] [x] [] []
SQL	[x] [x] [x] [] []
Tableau	[x] [x] [x] [] []
Microsoft Excel	[x] [x] [x] [x] []
Git/ Git Hub	[x] [x] [x] [x] [x]

Languages

Italian (native speaker)
English (C1)
French (Delf A2, Delf B1)

Other Interests

- Illustration and calligraphy
- Chess
- Surfing and tennis