



Lorenzo Taddei

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

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/lorenzo-taddei

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

Academic History

Master degree: MSc Marketing Analytics

University of Tilburg | 09/2021 – 12/2022

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

Internship: GameHouse Europe B.V. (02/2022 - 07/2022)

Thesis (with GameHouse Europe B.V): CLV mobile gaming. Introduction of playing behavior constructs to improve churn and expenditures predictions, through a CLV model (Pareto/NBD with static covariates).

Some key **courses** of the program:

- Marketing research
- Customer analytics
- Survey research
- Social media and web analytics
- Pricing and revenue analytics
- Two **skills courses** (consisting of team project)

→ Data preparation & work flow management:

Skills: Data cleaning, data processing, model fitting, deployment, organizing and automating projects

Tools: RStudio, make, Git Hub (and Git)

→ Online data collection & management

Skills: Web data exploration, web scraping, data mngmt

Tools: Python (Pandas, Selenium, beautiful soup)

Bachelor degree: Statistical Sciences, Economy & Business administration

University of Bologna | 09/2015 – 03/2019

Internship: Econometrica Srl. (09/2018 - 12/2018)

Thesis: Statistical analysis about chess (final mark 100/110). Formulation of a model that computes the level of complexity and dynamism of a chess game (performing an Multi Correspondence Analysis).

Some key **courses** of the program:

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

Key Statistical methodologies: Conjoint analysis, Cluster analysis, Anova, Factor analysis, Perceptual maps and Multidimensional scaling

Professional History

Internship at GameHouse Europe B.V.

Marketing intern | 02/2022 - 07/2022

- Provide insights from surveys- results
- Creation of retention rate dashboards
- NPS reporting
- Executing email marketing campaigns and updating social media channels (YouTube)

Tools: SQL, python, MS Excel

Employment at Econometrica Srl.

Intern → Junior Data Analyst | 09/2018 - 05/2019

- Edited the book “The car repair and its protagonists” (published by Autopromotec). Compiled tables strating 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, Adobe InDesign

Skills & Special Interest

Data Manipulation Software & Design Tools

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 (fluent)
French (Delf A2, Delf B1)

Other Interests

- Illustration and calligraphy
- Chess
- Surfing, climbing and tennis