



# 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.

## Professional History

### GameHouse Europe B.V. (Eindhoven, NL)

Marketing Analyst intern | 02/2022 - 08/2022

- Provide insights from surveys- results
- NPS reporting
- Updating customer retention dashboards
- Editing and monitoring email marketing campaigns

Tools: Python, MS Excel, html , Confluence

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)

Junior Data Analyst | 01/2019 - 05/2019

- 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, RStudio

Internship | 10/2018 - 12/2018

Edited the book "The car repair and its protagonists" (published by Autopromotec). Compiled tables strating from online datasets and drafted the texts.

Tools: MS Excel, RStudio

## Other International Experiences

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

- selling the activities offered by the company and managing already existing practices.
- Understanding the needs and concerns of customers

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

## Academic History

### University of Tilburg (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

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 & Special Interest

### Software & Programming Languages

R Studio	[x] [x] [x] [x] [x]
Python	[x] [x] [x] [ ] [ ]
SQL	[x] [x] [x] [ ] [ ]
Power BI	[x] [x] [x] [x] [ ]
Tableau	[x] [x] [x] [ ] [ ]
Microsoft Excel	[x] [x] [x] [x] [ ]
Git / Git Hub	[x] [x] [x] [x] [x]
html / CSS	[x] [x] [x] [ ] [ ]

### Languages

Italian (native speaker)

English (C1)

French (Delf A2, Delf B1)

Spanish (A2, currently studying)

### Other Interests

- Illustration and calligraphy
- Chess
- Surfing and tennis