***Laszlo Feher***

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### Work Experience

07/2023 – present **Data Scientist**, LP Solutions (at MBH Bank)

* large-scale statistical significance tests for measuring campaign efficiency
* survival analyses to forecast client behavior using python

08/2015 – 05/2023 **Machine Learning Engineer /Data Scientist**, Netrisk.hu, eOptika Group

* eOptika Group:
* design retail data pipeline using MySQL including record linkage process and consolidation of transaction-level data into product-level and user-level view of the business. Results are fed into marketing automation tools and reporting tools like Power BI,
* mix analysis: finding forces that affect the gross margin monthly fluctuations using MySQL.
* decision tree model that predicts if a trial buyer will return for a second purchase event (second purchase is very important to increase customer loyalty in ecommerce). Model is implemented in Python.
* Netrisk.hu (largest online insurance brokerage company in Hungary):
* prediction of default on payment: wing-to-wing implementation using Python and Pandas.
* segmented core business users to describe non-core business users using K-means cluster analysis in software package R.
* comprehensive cohort study for the purpose of retention and cross-sell, implemented in MySQL.
* Szamlazz.hu (online invoicing solution)
* create analytical data warehouse using PostgreSQL

03/2022 – 07/2022 **Quantitative Analyst**, Nationale Nederlanden

* created diagnostics (logging, intermediate calculation results, etc.) in Python and MS SQL

01/2014 – 08/2015 **Marketing manager**, Ergotrade Kft. (family business)

7/2012 –12/2013 **Business Analyst**, Morgan Stanley

* strategic resource planning and reporting process
* tracking and reporting on the specific transactions that contributes to savings programs

1/2010 –7/2012 **Market Analyst**, Budapest Bank (member of GE Money)

* Major projects in Budapest Bank:
* Attrition model helped the bank decrease monthly attrition rate by offering individual pricing for customers at risk.
* Customer lifetime value model enabled the bank to allocate revenue, cost, and risk on client level in order to apply the most appropriate customer care.

1/2006 –9/2009 **Market Analyst/Data Miner**, Telenor

* Major projects at Telenor:
* Coordinated churn model design to reduce churn rate and define cost effective value of offer for campaign management using Teradata Warehouse Miner
* Lead analyst role in a project that aimed to pinpoint influential customers by mapping out the social network of the customers using (Eigenvector) Centrality scores
* Developed a product affinity model for campaign targeting to encourage MMS usage and adoption of MMS enabled handsets
* Did time-series estimation of unpublished weekly competitor sales based on subscribers’ on-net and off-net call behavior to track the impact of media campaigns, price changes and new product and service introductions.

1/2003 – 10/2004 **Strategic Market Analyst**, Sanoma Budapest, Budapest

* Implement new methods/metrics to measure business performance of magazines
* Provision of internet based customer research
* Identify potential opportunities within the magazine portfolio based on creative analysis techniques
* Take ownership of reporting developments in media in Hungary and EU.

5/2001 – 8/2002 **Statistical Analyst**, Element Holding Inc., New York (Element leverages information about youth trends, consumer activity, and media consumption.)

* Designed a 2-dimensional scoring scheme to measure US celebrities’ marketability in terms of their recognition and likeability.
* Classified customers into homogeneous groups; identified the characteristics that maximally distinguish one market segment from another, analyzed and explained the choices individual customers make in the market.
* Designed a procedure for measuring, analyzing, and predicting customers’ responses to new products and to new features of existing products.

1/2001 – 4/2001 **Data Analyst Intern**, ModernPractice Inc., New Jersey (Modern Practice developed hardware, software, and web-based solutions to help medical group practices analyze and improve their own businesses using billing data, patient surveys, personnel location devices, and time-and-motion analyses.)

* Performed historical pattern analysis of people movements in doctors’ offices
* Designed and prototyped reports and charts for measurements of network and provider performance, quality and improvement initiatives and various ad-hoc analytic studies.

9/1998 – 6/1999 **Graduate Associate**, Economics Department, Ohio University

### Education

9/2004 – 6/2005 ***Master in Marketing Analysis***, Gent University, Gent, Belgium

* This was a specialized program that created specialists in the domain of Customer Relationship Management and Business Intelligence. Topics covered in modeling are: Response modeling, Churn Analysis, Cross-selling/Upselling, Lifetime value, Loyalty, Credit Scoring, Artificial Neural Networks, Record-Linkage.

1998 – 2001 ***Masters in Economics*** with major in Econometrics, Ohio University, Athens, Ohio

1992 – 97 ***Masters in Cultural Anthropology***, ELTE University of Budapest, Hungary

### Computer Skills

* Machine learning: Scikit-Learn, Keras, Pandas, Numpy, R, SAS, Matlab
* Database: SQL (MySQL, Oracle, PostgreSQL), MongoDB
* Programing language: Python, R, PL/SQL, VBA
* BI: Power BI, QlikView, MicroStrategy, Zoho Reports

### Languages

English (proficient), Hungarian (native), Spanish (good)