

EDUCATION

Aug 2018– Now

DATA CAMP, Online

“Data Scientist with Python” Career Track

- 33 courses completed - 4 courses focusing on Time Series

2012– 2017

ROMA TRE UNIVERSITY, Rome, Italy

MSc Infrastructure and Transportation Engineering

- Specialization in Probability, Statistics for Traffic Demand Forecasts, Road Safety Audit, Neural Networks Applied to Road Accident Analysis
- Research thesis on hardware prototype for potholes detection

2016

COURSERA STANFORD UNIVERSITY, Online

- Enrolled “Machine Learning” by Andrew Ng, ex-head of Baidu AI

2008 – 2012

ROMA TRE UNIVERSITY, Rome, Italy

BSc Transportation Engineering

2012

InnovAction Lab, Rome, Italy

First Italian course that allow students to present a business idea directly to investors

2011

ISD! Imprenditori Si Diventa, Rome, Italy

Entrepreneurship course org by the Italian Association at MIT (top 25%)

EXPERIENCE

Jun-2018-Now

Freelance Data Scientist, Rome-London, Uk

Worked with different consultants, two noticeable ones were INSEAD and Columbia University Alumni. Led the data visualization and analysis from large amount of data in different industries www.lovabledata.com

- Won 1st Prize in [Olivetti Hackaton](#) for app allowing traders to forecast customers demand
- Designed the proof of concept for a Network Optimization Project for Box-It. The goal was the efficient retrieval of working documents within physical storage site based on exponential distribution and identification of critical variables
- Quickly analyzed dropshipping ecommerce performance with Python and Pandas Library for a consultancy project, more than 20.000 transactions in a year, and clustering products based on sales frequency and revenues volume
- Exploratory Data Analysis using Python and Pandas for a New Zealand university project analyzing the distribution of the reasons for visa requests between tourism, work and study
- Conducted the Exploratory Data Analysis for an auction market, identifying market trends and helped the client to design the future bid strategy

Feb-Jun 2020

LOLA CUPCAKES, London, UK**First and Lead Data Scientist**

Fast-growing bakery and grocery delivery company with 26 stores globally

<https://www.lolascupcakes.co.uk>

- Deployed cutting-edge Python, [Prophet](#) code for daily sales forecast
- Developed proof of concept for sales data forecasting with Scikit-Learn using a linear regression with multiple variables(Store, Day, Temperature, Weather) on Weekly data, improving by 50% accuracy and reducing wastage by 10%
- Conducted cluster analysis comparing [KMeans](#), [Affinity Propagation](#), [MeanShift Algorithms](#) Output and Normalizing Data with Numpy Library
- Led data integration of all stores (more than 2GB of data) KPI (sales,wastage...) with Pandas and used [Bokeh](#) for quickly and interactive data visualization
- Identified most profitable seasonal sales occasions driving marketing efforts using Google Trend, Google Keywords and Google Analytics. Normalized data with Scikit-Learn to compare multiple seasonal special occasions keywords overcoming Google Trend limit to 5 keywords at once
- Collaborated with CEO on design of inventory management sheets during the COVID crisis using conditional formatting and logical conditions
- Defined a proof of concept for the Customer Retention Strategy identifying different referral tools and platform like <https://skimlinks.com/> <https://viral-loops.com/> <https://buzzoole.com/>

Mar-May 2018	LOLA CUPCAKES, London, UK Sales Assistant <ul style="list-style-type: none"> Developed a strong affinity for crucial KPI data and analysed important sales trends Identified business opportunity related to wastage reduction and subsequently was appointed as the first Data Scientist at the company
Oct-Nov 2017	ROAR DIGITAL, London, UK Intern <i>PPC Advertising Company, Certified Google Partners, https://www.roardigital.co.uk</i> <ul style="list-style-type: none"> Coded Python Scripts for AdWords, reducing report turnaround times from hours to mere clicks
2008-2019	PAPARDO, Gaeta, Italy General Manager, Advisory Board Member <i>Luxury Beach Resort, 500 daily customers, family business, www.papardo.com</i> <ul style="list-style-type: none"> Implemented a linear regression with Python and Scikit-Learn for summer demand forecasts using different variables: past sales, temperature and weather Created a Wordpress prototype to manage lounge chair and umbrella bookings Increased revenues by 10% in off season periods by creating innovative services Managed a 4-day catering and location contract worth € 30k for the “My Brilliant Friend” HBO series. HBO used the beach resort for many sea scenes and as a logistic location Active Company Board Member for strategy and new investments decisions
2012-2014	WHEELAB, Rome, Italy Founder <i>Integrated black box system for motorcycles which maps uneven road surfaces and potholes. https://youtu.be/p-NfC.JHeg4o (2min presentation video)</i> <ul style="list-style-type: none"> Selected out of 800 projects (top 2.5%) for 25K € grant from TIM Working Capital Led company to finals of Intel Business Challenge (top 2% of +1000 EU-wide projects) Deployed last firmware version with Arduino and C. Last version of my firmware recorded accelerometers and gps data with a writing speed of 80 data points per second Awarded by the Minister of Education Maria Chiara Carrozza for the outstanding Intel Business Challenge Results

VOLUNTEERING PROJECTS

- Led digital transformation meeting between Rome public construction town councilor [Margherita Gatta](#) and Chief Data Officer of the [Digital Transformation Team Raffaele Lillo](#)
- Facilitated the release of [Rome road accidents open data for 2018](#)
- Identified critical data collection, traffic modeling, model performance evaluation mistakes in the Urban Traffic Plan of Formia municipality, avoiding the expensive implementation of a wrong transportation plan
- Active Board Member of [InnovAction Lab Alumni Association](#), a non-profit organisation, founded in 2011, whose sole mission is to create talent-preneurs. InnovAction Lab is considered one of the most effective programs in the world, and it has been supported by large well-known organizations like J.P. Morgan Chase Foundation, Microsoft YouthSpark:
 - Coded a Python and SQLAlchemy script to map and extract all members skills from our internal database

ADDITIONAL INFORMATION

Languages: Italian, English (TOEFL iBT 97, CEFR C1), started learning basic Lithuanian (June'20)
Interests: Reviewing books, running (Tough Mudder London, 2018-19), baking bread
Computer Skills: Python, [Pandas](#), Numpy, Scikit-Learn, [AWS\(basic\)](#), [PostgreSQL](#), [Tableau](#)(b), Git(b)

As a Self-taught Data Scientist in 2017 I decided that my goal would be to reach the 10.000 hours to be a senior Python engineer.

I used the pomodoro technique to drive my efforts and I developed a script that helped me to understand where I was going. I also conducted a stochastic analysis of the time it would take to reach different levels of expertise. You can find the related notebooks and other insightful plots on this [GitHub Repository](#) that I made.

