ANDREA CIUFO

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EDUCATION

Aug 2018– **Now**	**DATACAMP**, 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

- 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
PPC Advertising Company, Certified Google Partners, https://www.roardigital.co.uk

- Coded Python Scripts for AdWords, reducing report turnaround times from hours to mere clicks

2008-2019   **PAPARDO**, Gaeta, Italy
General Manager, Advisory Board Member
Luxury Beach Resort, 500 daily customers, family business, www.papardo.com

- 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
Integrated black box system for motorcycles which maps uneven road surfaces and potholes. https://youtu.be/p-NfCJHeg4o (2min presentation video)

- 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)

A Life Plot

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.

Total Python Experience
Expressed in Hours Allocated

2021 Forecasted Experience
Expressed in Hours Allocated