
PORTFOLIO

VITTORIO GIATTI

Always up to make it through new challenges

PERSONAL DETAILS

Surname	:	Giatti
First name	:	Vittorio
Date of birth	:	20 juli 2022
Residence	:	Milan
Nationality	:	Italian



PROFILE & AMBITION

I am a hard-working, friendly, and enthusiastic team member, very passionate about data and enjoy solving complex problems.

After completing a Data Science Master's Degree, I have since gained relevant work experience in the data management and data reporting fields in a few different industries, such as digital entertainment, digital payments, insurance, logistics, fashion retail.

Despite initially pursuing my interest in data science in strictly mathematical terms, in the longer term, I see myself as a more dynamic team member, who can collaborate effectively with each data-related figure to bring greater efficiency and effectiveness to projects.

I define myself as a business-driven person with strong analytical thinking skills. The projects with a very close relation with business department are those I enjoyed most, hence the possibility to explore more in depth what the data is communicating.

HIGHLIGHTS

A statistical science graduate with 3+ years of experience in the data analytics field. I pride myself on being customer-focused and enjoy involvement in the full end-to-end data workflow.

EDUCATION & COURSES

Education

2017-2019	University of Padua Master's degree - Statistical Science	Graduated
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Professional Certifications

In the making **Google Cloud Professional Data Engineer**

2022/04 **Neo4j Certified Professional**

2022/03 **AWS Cloud Practitioner**

2021/05 **Microsoft Power BI (DA-100)**
Microsoft Data Analyst Associate

2020/09 **SAS Advanced Programming**
SAS Certified Professional

2020/02 **SAS Base Programming**
SAS Certified Specialist

Courses (most relevant)

2021/07 **Getting Started with LookML**
Looker Training

2021/07 **Building Reports in Looker**
Looker Training

2021/06 **Dashboard Design for Power BI**
SQLBI

2021/05 **Data Modeling for Power BI**
SQLBI

2021/02 **Mastering DAX (Power BI / Excel)**
SQLBI

2020/06 **SAS Visual Analytics 9 - Advanced**
SAS Learning Environment

2020/04 **SAS SQL**
SAS Learning Environment

WORK EXPERIENCE

2022/06 – present **Product Data Analyst & Solution Engineering Tech Lead**
iGenius AI

Data Viz and reporting:

- 7 Crystal (our BI tool) configuration for customers
- Internal Dashboarding on Looker Data Studio

ETL and Data Prep:

- BigQuery
- DataFlow (Python SDK, sporadically Java SDK using SCIO)

- PostgreSQL
- Pandas
- Basic API calls

2020/01 – 2022/06 **Data Intelligence Consultant**
JAKALA / Nexi - Mediaset - Prysmian - Generali – Volkswagen – Moncler – ...

Data Viz and reporting:

- 14 projects on MS Power BI
- 3 projects on Google Looker
- 2 projects on AWS Quicksight
- 2 projects on SAS Visual Analytics

ETL and Data Prep:

- 11 projects using AWS (S3, Athena, Lambda, Glue)
- 1 project on Azure (MS SSMS, Blob Storage)
- 3 projects on Oracle (SQL Developer)
- 3 projects on SAS (Base, Enterprise Guide)

2019/08 – 2019/12 **R Developer**
University of Padua

Package code development - 4 months Scholarship

2016/01 – 2016/04 **Data Analyst / Researcher**
AIM – Associazione Interessi Metropolitani

Data analysis on city service providers open-source data - 4 months internship.

EXPERTISE

	Basic	Good	Excellent
Programming/Software			
Power BI			X
SQL-Like			X
SAS Suite			X
R			X
Python			X
Google Cloud Platform			X
Amazon Web Services			X
Azure	X		X
Qlik Sense		X	
Excel			X

	Basic	Good	Excellent
Google Data Studio		X	

LANGUAGES

	Spoken	Written
English	C1	C1
Italian	Native	Native
Deutsch	A1	A1

LEISURE

Pop Culture, Finance, Biking, Swimming

PORTFOLIO

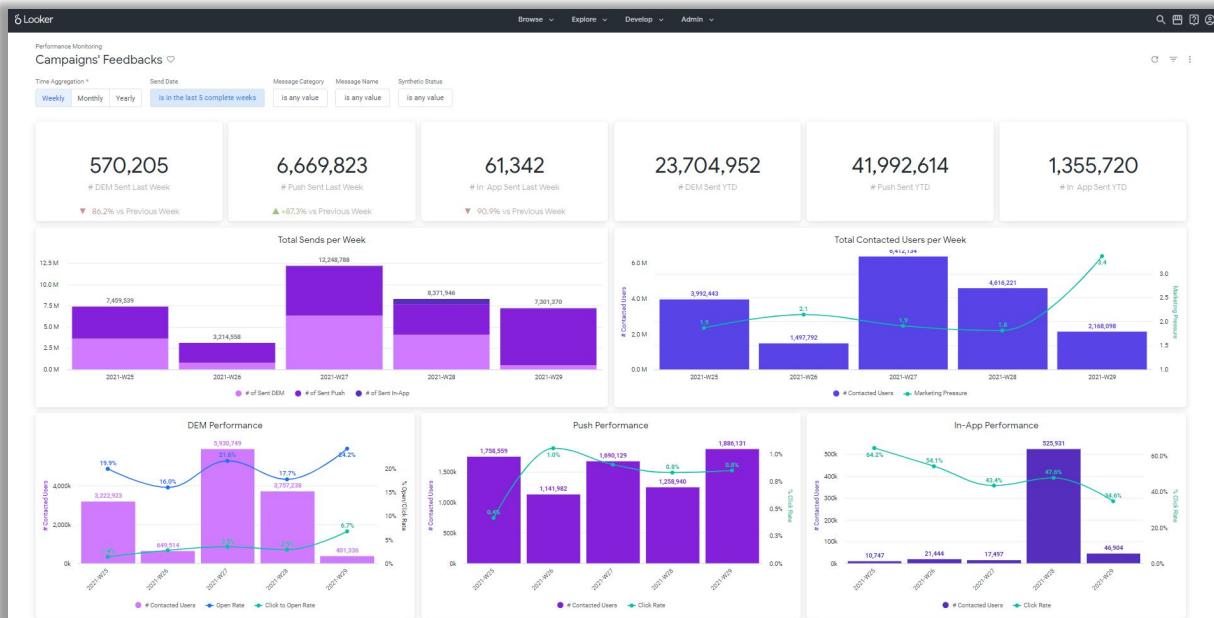
Digital content platform monitor

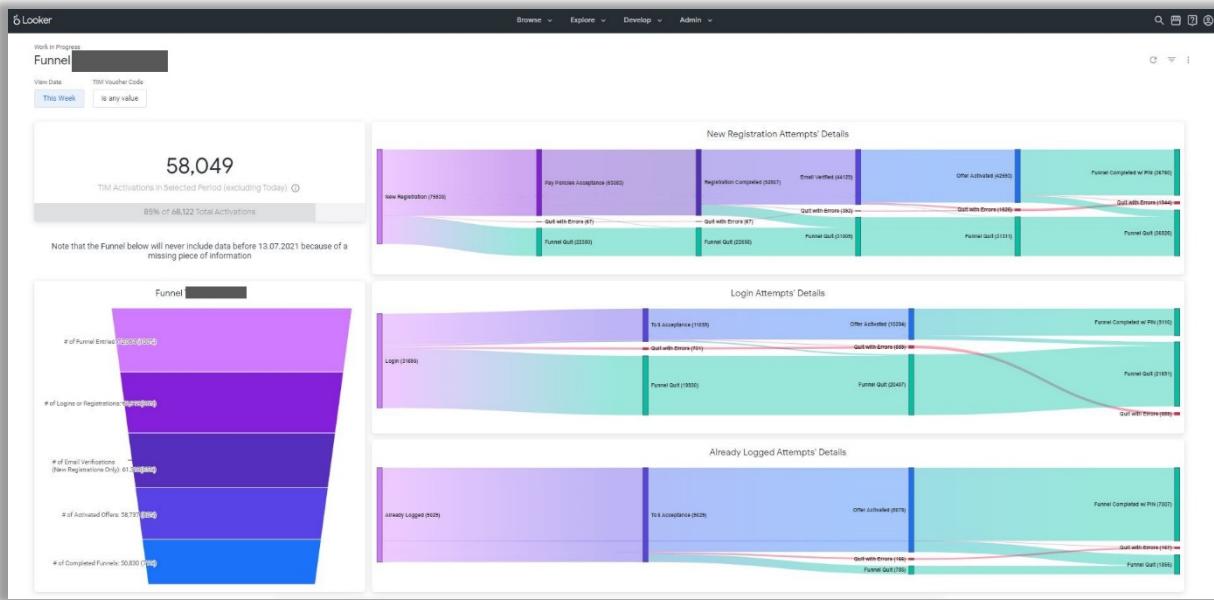
Tools: Looker, AWS (S3, Athena)

This video content platform wants to monitor various aspects of their business, from the platform subscriptions trend, channel subscriptions, advertisements position during videos, marketing pressure, purchase patterns, and of course content fruitions.

To give a simple purpose, as a new product is added, it gets crucial to see whether it is liked by customers or not, to remove it or start an adv campaign by pushes or emails to help raise the views.

A close relation with data engineers and constant feedback from the main users helps in the new reshapes of the reports. Such close relation is sometimes a must, since the Looker tool works with real-time queries from the underlying data source, hence the ability to code efficient queries here becomes crucial.





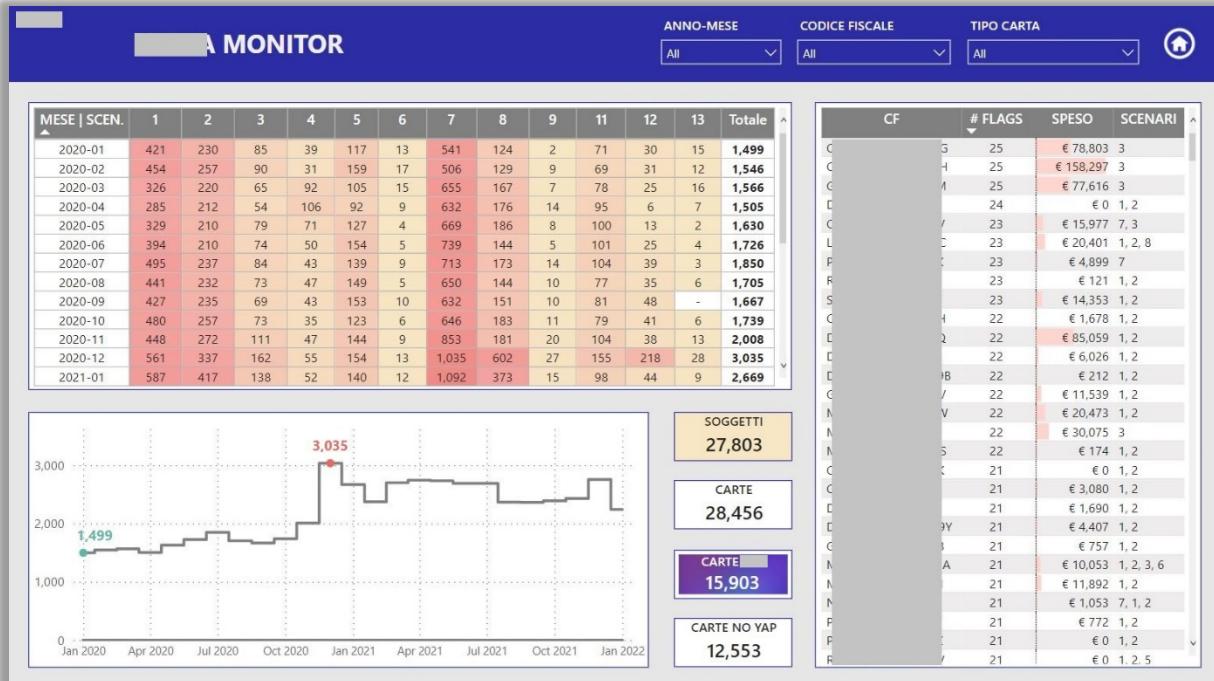
Prepaid cards customers activity path monitor

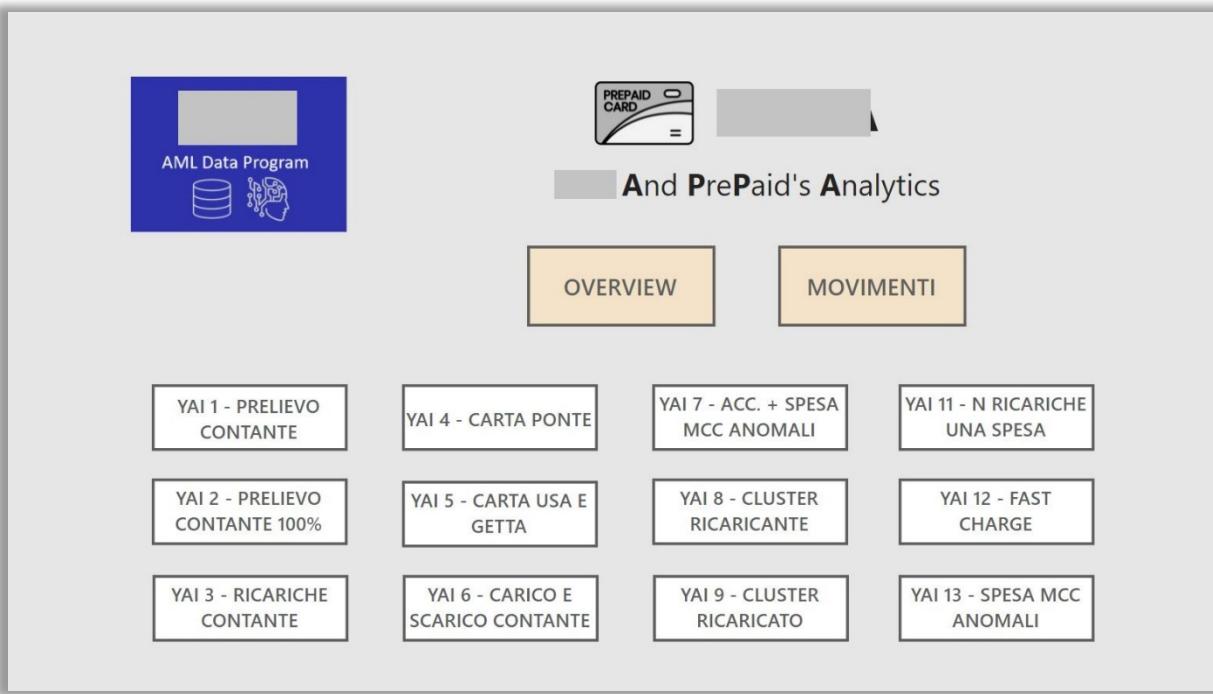
Tools: Power BI, AWS (S3, Athena)

The challenge against money launders goes through a key action such as the identification of behavior recursive patterns. Most of these pattern types are described in regulations written by the international control organisms of anti-money laundering.

In practical terms, many transactions need to be scanned every day to update the list of those people who meet those money transaction behaviors. (e.g. I recharge my prepaid debit card with a thousand euros in cash every month and then I move a similar amount to a bank account).

This normative when applied to the related context assumes different forms. Together with the AML team, I have designed twelve scenarios that meet such requirements. From the summary tabs, it is possible to visualize the transaction details via drill through functionality.





MONITOR

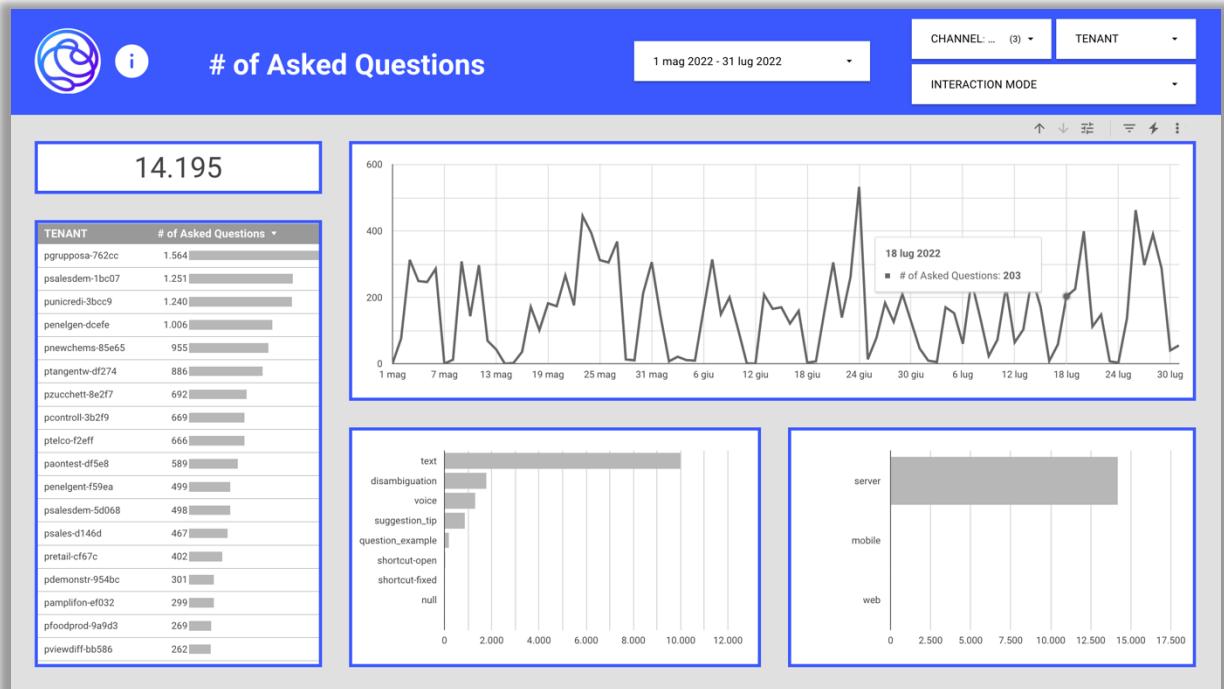
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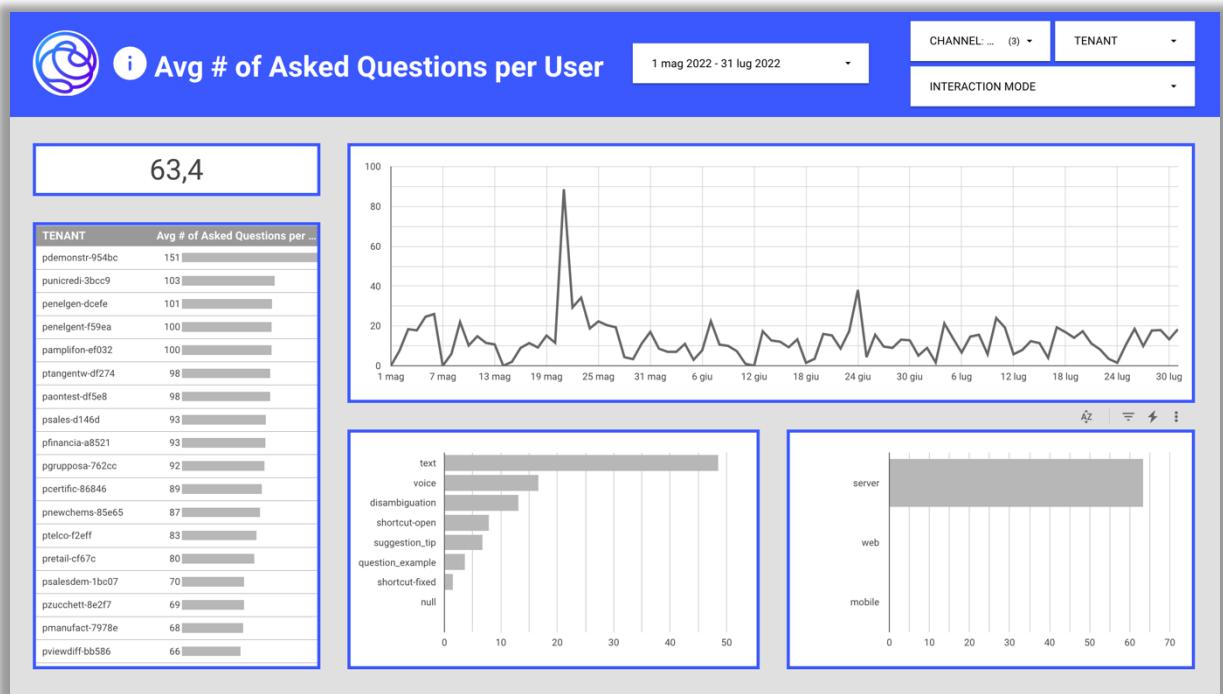
Monitoring user activity and clickstream of a SaaS product

Tools: Google Data Studio, Google BigQuery

All the activities that are performed by the customer users along their experience on the platform generate tracked records. Those records contains information such as where they have clicked, what they asked to the chatbot, what data has been queried, and more.

This report is required to be shared with sales team to inform them whether the customers are using the product that they have bought, or looking for buying.



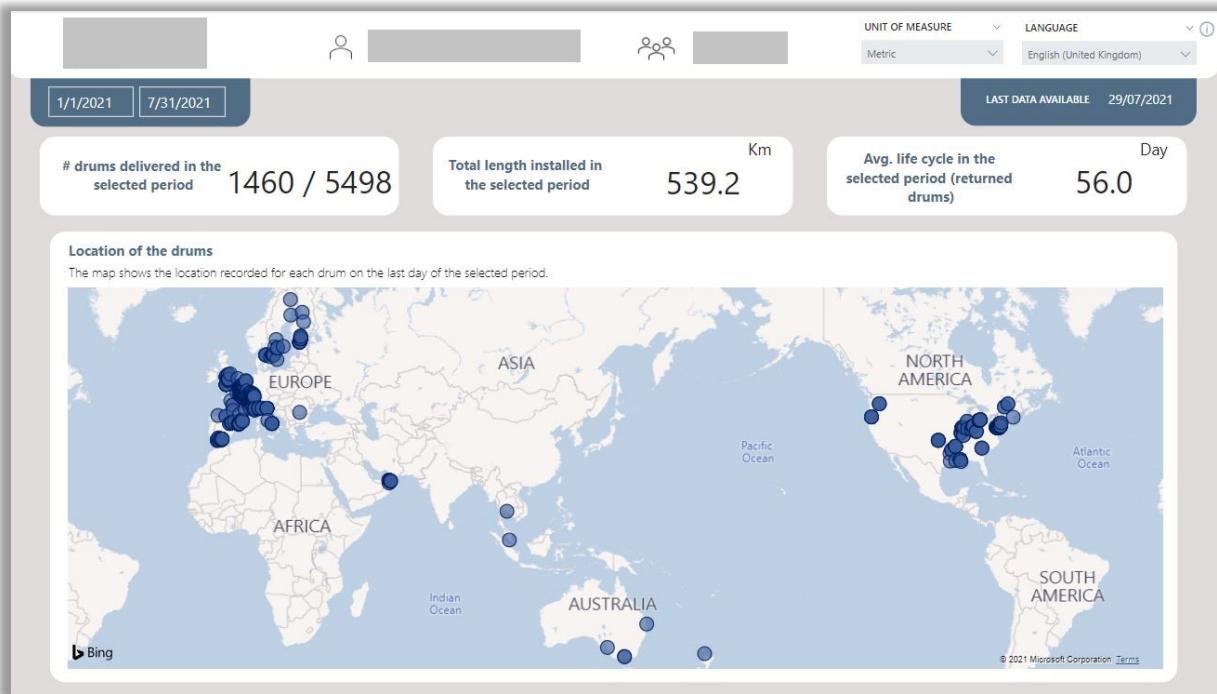


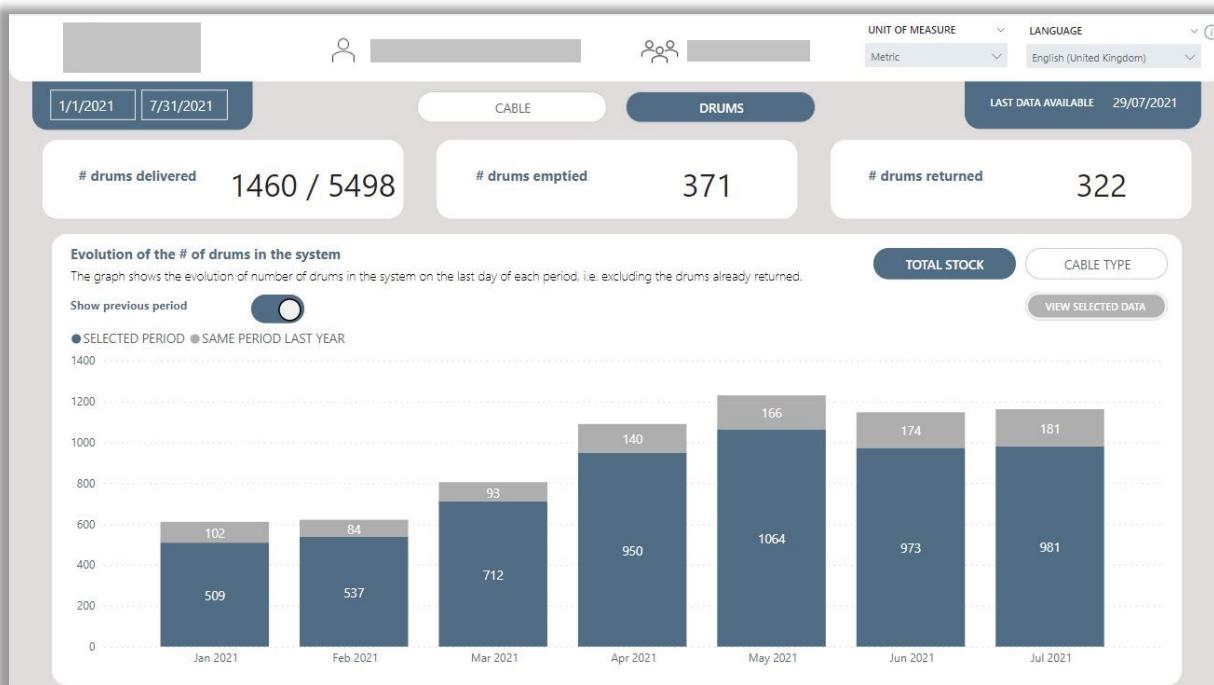
Industrial cable reels shipment logistic control

Tools: Power BI, Azure SQL

Each reel has an IoT device placed inside, which sends a few Json format messages during the day. That message contains information such as real-time GPS position, cable type, how many spins it has made, so from the latter it is possible for example to calculate the approximative amount of cable remaining and many other indicators.

This report is required to be shared with cable customers (country services providers such as the italian TERNA), then it has an RLS (row-level security) functionality to let each user have displayed only its own devices. Other interesting features are multilanguage and multi-unit of measure.





Insurance agencies performance monitor

Tools: SAS (Base, Enterprise Guide, Visual Analytics), Oracle SQL Developer, Python

Monitoring performance in the insurance industry requires attention to many indicators. In some cases, the high revenues of a single agency could instead signal some type of fraud committed by operators working for that specific company office, or worse, from the entire office. At least a dozen of offices are object of extraordinary yearly inspection from the control organism of the company itself.

Such preliminary investigation process has been done for a long time with Excel and manual extractions from database. The product developed automatizes most of it.

After the definition of a scoring system for indicators based on thresholds, it has been created a collection of six recap reports, and more than a hundred detailed ones.

I also implemented an anomaly detection algorithm (Isolation Forest) to detect bad agencies, which is meant to be used alongside the scoring system.

