

EDUCATION

Aug 2018– Now

DATA CAMP, Online

“Data Scientist with Python” Career Track

- 40 courses completed - Always learning something new

2012– 2017

ROMA TRE UNIVERSITY, Rome, Italy

MSc Infrastructure and Transportation Engineering

- Research thesis on hardware prototype for potholes detection and geolocation

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

2024 - Now

Dentsu, London, Uk

Principal Consultant, Partner

Marketing measurement and optimisation

<https://www.dentsu.com/uk/en/marketing-effectiveness/>

- Supported strategic marketing decisions for Retail and E-commerce clients with more than € 100 M media budget evaluating the Marketing ROI through Marketing Mix Models

2023-2024

Diametrical, London, Uk

Data Scientist, Partner

Marketing Consultancy Firm focused on Marketing Mix Performance Evaluation

<https://diametrical.co.uk/>

- Supported strategic marketing decisions for FMCG, online retailer clients with more than € 20 M media budget evaluating the Marketing ROI through Marketing Mix Models

2021-2023

Collidascope, London, Uk

Data Scientist

Marketing Consultancy Firm part of Ceuta Group focused on Marketing Mix Performance Evaluation

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

- Determined the Marketing ROI for a German based client in the FMCG industry with € 2M Media Marketing budget through several econometrics models with a specific focus on retailers level
- Determined the Marketing ROI for an online Netherlands based client in the childcare sector with 1M Media Marketing budget through several econometrics models
- Evaluated media diminishing returns and optimised € 2M budget allocation

2018 - 2021

Lovabledata, 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

- Designed and taught 2 intermediate Machine Learning and Big Data courses for the R&D department of an Italian automotive company focusing on Natural Language Processing projects and Recommendation Engines applied to fault detection. [Here the lessons link.](#)
- 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
- [Participated to the Kaggle Competition in 2021 “Acea Smart Analytics” for Water Preservation](#)

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, G-Keywords and G-Analytics
- Collaborated with CEO on design of inventory management sheets during the COVID crisis
- 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

- 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 forecasting model with Python and Scikit-Learn for summer demand
- 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

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

- [KaggleX](#) Mentor, helping BIPOC (Black, Indigenous, People of Color) people in the data science industry (**if you are reading this CV why don't you join?**)
- Led digital transformation meeting between Rome public construction town councillor [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

ADDITIONAL INFORMATION

Languages: Italian, English (TOEFL iBT 97, CEFR C1), learning Hindi (to impress my mother-in-law)

Interests: Reviewing books, running, baking bread

Computer Skills: Python, [Pandas](#), Numpy, Scikit-Learn, [AWS\(basic\)](#), [PostgreSQL](#), [Tableau\(b\)](#), Git(b)