Lorenzo Taddei

Recent MSc graduate in Marketing Analytics with a background in statistics and CRM.

Confident with complex databases, strong expertise in data visualization techniques.

Netherlands

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Professional History

Game House B.V. (Eindhoven, NL)

Marketing analyst intern   02/2022 08/2022

- Reports insights from customer satisfaction surveys and NPS analysis
- Updating customer retention dashboards
- Editing and monitoring digital marketing campaigns

Tools: Python, SQL, Excel, HTML, PowerPoint

MSc Thesis (mobile dept.)   08/2022 02/2023

- Applied predictive modeling techniques to estimate churn and future transactions in mobile gaming.
- Improving customer lifetime value (CLV) prediction accuracy by supporting RFM values with customer-behavior covariates.

Tools: SQL, RStudio

Econometrica Srl.   (Bologna, IT)

Junior Data Analyst   01/2019 05/2019

- Data preparation and analysis for articles (published by Auto Aziendali Magazine) and writing reports.
- Editing and analyzing customer satisfaction surveys for AutoAziendali Magazine

Tools: Excel, RStudio,

Internship   10/2018 12/2018

Utilized data wrangling techniques to support editing of "The Car Repair and Its Protagonists" (published by Autopromotec), producing insightful visualizations.

Tools: Excel, R

Other experiences

Sales and Operations

Check Yeti GmbH | Vienna, AT   07/2021 08/2021

English B2 Course

San Diego, California, US   09/2019 12/2019

Academic History

Tilburg University   (NL)

MSc: Marketing Analytics   09/2021 01/2023

Core: gather and analyze big data using the latest techniques and methods available, providing management with critical marketing insights.

Tools: RStudio, Python, Git, Data visualization Software

Final mark: 7.5/10

Academic Premaster   02/2021 06/2021

- Courses: Business Strategy and Data Analysis, Finance, Management Accounting,

Final mark: 8/10

University of Bologna   (IT)

BSc: Statistical Sciences   09/2015 03/2019

- Methodologies learned: Conjoint analysis, Cluster analysis, Factor analysis, Perceptual maps, and Multidimensional scaling.
- Thesis: Statistical study about chess. Formulation of a model that computes the level of complexity and dynamism of chess games.

Final mark: 100/110

Skills

Software skills

RStudio	[x] [x] [x] [x] [x]	Power BI	[x] [x] [x] [x] [ ]
Python	[x] [x] [x] [x] [ ]	Tableau	[x] [x] [x] [ ] [ ]
SQL	[x] [x] [x] [ ] [ ]	Git / GitHub	[x] [x] [x] [x] [x]
MS Excel	[x] [x] [x] [x] [x]	HTML / CSS	[x] [x] [x] [ ] [ ]

Languages

- English: proficient
- Italian: native
- French: Delf B1
- Spanish: intermediate

Personal interests

- Graphic design and calligraphy
- Web developing
- Climbing and surfing