Lorenzo Taddei

Business Analyst
transitioning to **Sustainability**

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in …/in/lorenzo-taddei/

🌐 lorenzotaddei.it/

Education

IFTS: Expert for Sustainable and Circular Economy

100Form, Bologna
02/2026 – Ongoing

sustainability and energy efficiency analysis of production processes, with a focus on circular economy and Industry 5.0.

MSc: Marketing Analytics

Tilburg University
09/2021 – 03/2023

Summary: Customer analytics, Web scraping, Predictive modelling…

Tools: Python, Git, RStudio

Final grade: 8/10

BSc: Statistical Sciences

University of Bologna
09/2015 – 03/2019

Summary: Conjoint and Cluster analysis, International statistics…

Tools: RStudio, Excel

Final grade: 100/110

About me…

Languages

- **English**: working proficiency
- **Italian**: native
- **Portuguese**: intermediate
- **French**: Intermediate
- **Spanish**: Beginner

Personal interests

Charcoal, woodworking, Surfing

* Find practical applications and my personal projects on lorenzotaddei.it/

Professional History

TUI

- **CRM & CX Analyst** (Porto, PT) 04/2025 - 10/2025
- **CRM & CX Analyst** (Ryswyk, NL) 04/2023 - 03/2025

- Maintaining global CRM campaign performance dashboards.
- Supporting CRM with the development of new dashboards to monitor the Customer Base and CRM Traffic trends.
- Developing automated reports and Data checks.

Tools: SQL, Tableau, Alteryx

Game House B.V. (Eindhoven, NL)

- **CLV field study (MSc Thesis)** 08/2022 - 02/2023
- **Marketing analyst intern** 02/2022 - 08/2022

- Maintaining and monitoring customer retention dashboards.
- Reporting insights from customer satisfaction surveys and NPS results.
- **MSc Thesis:** Improving Customer Lifetime Value (CLV) predictions, by supporting RFM values with customer-behaviour covariates *

Tools: SQL, RStudio, Python

Econometrica Srl. (Bologna, IT)

- **Junior Data Analyst** 01/2019 - 08/2019
- **Intern** 10/2018 - 12/2018

- Data preparation and reporting for Automotive sector publications.
- Drafting and analysing customer satisfaction surveys.

Analytics Skills *

SQL	[x] [x] [x] [x] [x]	Excel	[x] [x] [x] [x] [ ]
Tableau	[x] [x] [x] [x] [x]	Power BI	[x] [x] [x] [ ] [ ]
Alteryx	[x] [x] [x] [x] [x]	Git / GitHub	[x] [x] [x] [x] [x]
RStudio	[x] [x] [x] [x] [ ]	Jira/ Confluence	[x] [x] [x] [x] [x]
Python	[x] [x] [x] [ ] [ ]	HTML ,CSS, JS	[x] [x] [x] [x] [ ]