

Now

2026 —



Data & AI Consultant — Freelance

Italy · remote

Independent since January 2026, helping teams use data, BI and AI to make decisions they can defend. Engagements run from a single stubborn question to a whole reporting stack.

Product analytics — experimentation, metrics that mean something

BI & data infrastructure — pipelines and reporting that stay usable

AI solutions — tools and agent workflows built to be used, not demoed

Automation — taking the repetitive work out of the way

Experience

2022 — 25



Senior Product Data Scientist

StreamElements · Remote

- Designed and built the BI architecture on BigQuery with dbt: self-serve analytics, and metrics that finally agreed with each other.
- Drove strategy across several product lines through dashboards, deep-dive analyses and ML-backed recommendations.
- Shipped machine learning for targeting and personalisation, engineered from behavioural signals across datasets.

2021



Product Analyst — Recommendation & Ranking

Delivery Hero · Berlin

- Built the analytics foundation for the Ranking team: KPIs, reporting, and A/B testing practice others could follow.
- Wrote the A/B testing library adopted by the 50-person product analytics community.
- Led the data-driven resorting of the restaurant listing page, balancing business strategy, sponsored vendors and organic ranking.

2018 — 21



Product Analyst — Personalization

Zalando · Berlin

- Ran A/B tests end to end: KPI definition, sample sizing, statistical analysis, interpretation.
- Defined and monitored the metrics used to judge recommendations across the site.
- Measured paid against unpaid content recommendations on both short and long-term KPIs.

2017 — 18



Data Scientist — Consulting

Business Integration Partners · Milan

- Time-series clustering for behavioural patterns; hierarchical forecasting of up-selling volumes.
- Marketing mix models weighing digital against offline spend, and corporate data strategy for clients starting from zero.

2015 — 16



Business Analyst & SEM Manager

Tyroola · Sydney

- Automated pricing rules balancing company strategy, market structure and competitor prices.
- Ran Adwords and Bing campaigns, and rebuilt catalogue sorting from analytics.

Studies

2012 — 14



MSc Statistical Sciences — Marketing Research

University of Bologna

2013



Erasmus — School of Economics

University of Warsaw

2008 — 11



BSc Statistical Sciences — Marketing & Management

University of Padova

Toolkit

CODE

Python · R · SQL (BigQuery, Postgres)

DATA

dbt · Airflow · Git

VIZ

Tableau · Looker Studio

WEB

Google Analytics · GTM

LANG

Italian, mother tongue · English, full professional proficiency