

Michela Di Lullo

Details

First Name and Last Name

Michela Di Lullo

Citizenship

Date of Birth

Phone

Email

Skype

Profile

Data Scientist with three years of professional experience building predictive models and developing data-driven solutions to complex business problems.

Employment History

Crisma Srl. Rome

Oct 2017 – Present

Data Scientist

- I analyzed large data sets to help companies make decisions based on findings;
- I used algorithmic and programming tools to build helpful predictive models;
- I developed algorithms based on statistical analysis and predictive data modeling that were used to deepen relationships, strengthen longevity and personalize interactions with customers;
- I tracked performance and identified business improvement trends.

IWS Consulting Srl. Rome

Feb 2017 – Sep 2017

Data Scientist

- I worked to assess companies' needs and resolves issues with the use of data;
- I performed exploratory data analysis aimed at discovering relationships;
- I analyzed and processed complex data sets using advanced querying, visualization and analytics tools;
- I identified new external data sources.

Academic Education

PhD in Operations Research

Oct 2013 – Oct 2016

PhD School of Information Science and Technology

University of Rome "La Sapienza"

Phd Thesis: *"Optimization of generation and transmission topologies in bulk power systems."*

Master's Degree in Management Science and Statistics

Oct 2011 – Oct 2013

Department of Statistical Sciences

University of Rome "La Sapienza"

Final vote: 110/110 cum laude

Master Thesis: *"Tight mixed integer linear programming formulation for the unit commitment problem."*

Bachelor's Degree in Management Science and Statistics

Oct 2008 – Oct 2011

Department of Statistical Sciences

University of Rome "La Sapienza"

Final vote: 107/110

Bachelor Thesis: *"Traffic impact-assessment of the new Rome's Metro C Line using simulation and queuing theory."*

List of Previous Projects

Fundraising Analytics:

Customer: UNHCR (*United Nations High Commissioner for Refugees – UNHCR*)

- Fundraising database cleanup;
- Development of a *Propensity to Cross-sell* model and of a *Propensity to Up-sell* model as part of the UNHCR fundraising operation to find out which donors have potential to make larger gifts;
- Development of analysis methods to test and monitor effectiveness of fundraising strategies, tools and methodologies through the study of behaviors of supporters;
- Development of an analytical tool to identify potential middle/major gift donors;
- Development of a predictive tool built on machine learning aimed at preventing and understanding the reasons of donor churn;
- Supervision of the CRM data migration process;
- Fundraising Report Software for (Potential) Middle and High Value Donors Analysis;
- One off donor attrition analysis.

Customer: Medici senza Frontiere

- Development of a One-off Donors *Propensity to Conversion* model as part of the Medici senza Frontiere fundraising operation to find out which donors are more likely to convert into regular givers.

Logistics:

Customer: SDA Express Courier (*Poste Italiane Group*)

- Optimization of a distribution system for freight transport by minimizing the number of industrial vehicles used for freight transport on a weekly basis and maximizing the profitability of each individual journey/vehicle;
- Development and monitoring of KPIs for transportation performance.

Gaming:

Customer: Sisal (*Lotterie Games Products*):

Net lottery revenues forecasting using regression models.

Real Estate:

Customer: YARD (*Independent Real Estate Services*)

Application of regression models and sentiment analysis to predict real-estate prices in Italy.

Energy:

Customer: A2A (*Energy Solutions*)

Development of statistical models to predict asset pricing anomalies through natural language processing tools.

Automotive:

Customer: Fiat Chrysler Automobiles (*FCA*)

Mid-term copper prices forecasting using regression models.

Customer: Autostrade per l'Italia

Development of tools for data analysis and visualization.

Publications

"Tight Unit Commitment models with Optimal Transmission Switching: Connecting the dots with perturbed objective function"

Published in: 2014 Complexity in Engineering (COMPENG)

"A Unified view on tight formulations for the Unit Commitment Problem with Optimal Transmission Switching"

Published in: 2014 Gaspard Monge Program for Optimization - Optimization & Practices in Industry

Technical Skills

Programming languages

R, AMPL, Julia, Matlab, SQL.

Data Analysis and Statistical Software

SPSS Modeler, SPSS Statistics, KNIME.

Databases

SQL Server Management Studio, MySQL Workbench, Oracle SQL Developer.

Certifications

IBM Certified Specialist - SPSS Modeler Professional v3

KNIME Certification: Advanced Proficiency in KNIME Analytics Platform and Basic Machine Learning

KNIME Certification: KNIME Server

KNIME Certification: KNIME Big Data

KNIME Certification: KNIME Text Mining

IELTS Language Certificate

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Date

02-04-2022

Signature

