

Filmon Pietrantozzi

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PROFILE OVERVIEW

Data analyst with quantitative and strategic background. Skilled in statistical methods, and econometrics. Excellent at helping detect, analyse and monitor specific areas for improvement in investment.

Strong foundations in communication and reporting, using a goal-oriented approach. Skilled at supporting development practices based on data insights and key benefit features. Experienced in identifying patterns and trends that enable stakeholders to reach informed decisions.

Strong natural inclination for research and analytical mindset, strengthened through ongoing education and professional training. Recent areas of interest include:

- Designing visualisations and dashboards using Excel, Tableau, Python, and R
- Developing a trading model around earning announcement dates
- Performing data analysis and statistical modelling to extract insights and support decision-making

SELECTED PROJECT ACHIEVEMENTS

Collaborated with a team of 5 analysts to develop a machine learning trading system predicting stock price movements around earnings announcements for Apple, Nvidia, and Google using Python.

- Analyzed 10+ years of historical data (2015-2025) across 42 earnings events per stock, integrating multiple data sources including yFinance, FRED, Alpha Vantage, and sentiment analysis from Reddit
- Engineered predictive model achieving 60% hit rate for Apple and Google long trades, and identified optimal trading windows (T-5 to T+5 for AAPL, T-1 to T+1 for NVDA)
- Built composite scoring system incorporating EPS, macroeconomic indicators (Federal Reserve rates, Core CPI, unemployment), volatility, sentiment, and revenue data with adaptive thresholds)
- Developed Flask-based interactive interface allowing real-time model exploration and trade signal visualization
- Implemented rigorous data validation including cross-validation, synthetic data generation via bootstrapping, and temporal controls to prevent look-ahead bias
- Discovered stock-specific patterns: Apple strongly correlated with sentiment and revenue, Nvidia exhibited seasonal volatility, Google showed high price autocorrelation over 5-day windows
- Technologies: Python (Pandas, scikit-learn), Flask, Machine Learning (Random Forest, Decision Trees, Logistic Regression), Time-Series Analysis

Customer Loyalty and Marketing Analytics

Analysed 2,000+ customer records across 11 variables to identify loyalty point drivers and optimise marketing segmentation strategies.

- Developed predictive models achieving 91% accuracy in classifying customer behaviour using Decision Tree Regressor
- Built multiple linear regression model explaining 83.99% of variance in customer loyalty points
- Identified 5 distinct customer segments through clustering analysis, enabling targeted marketing strategies
- Discovered strong positive correlations between loyalty points and spending score ($r=0.67$) and remuneration ($r=0.62$)
- Conducted sentiment analysis on customer reviews revealing predominantly positive sentiment with actionable insights
- Technologies: Python (Pandas, NumPy, Scikit-learn, Matplotlib, WordCloud), RStudio (ggplot2, Skimr)

Infrastructure Utilisation Analysis

Analyzed NHS appointment data spanning 11 months across 106 locations and 7 NHS regions to assess healthcare infrastructure utilization and identify operational inefficiencies.

- Processed and analyzed 3+ datasets covering appointment duration, regional distribution, and national categories
- Developed utilization coefficient model benchmarking against 1.2 million daily appointments
- Identified seasonal demand patterns with peak volumes in autumn and March, enabling proactive resource planning
- Revealed face-to-face appointments were 2x the volume of telephone appointments during peak periods
- Discovered scheduling inefficiencies with wait times of 8-14 days during high-demand periods
- Provided 5 strategic recommendations including dynamic staffing models and enhanced patient communication tools

Customer Demographics and Marketing Channel Effectiveness

Comprehensive analysis of customer demographics, purchasing behaviour, and marketing channel performance to optimize marketing ROI and increase sales.

- Cleaned and analyzed customer dataset with 2,209 customer records using SQL and Excel, removing outliers and standardising demographic data
- Identified that digital marketing channels achieved conversion rates 5x higher than traditional brochure campaigns

- Discovered mature, highly-educated customer base with 50% holding graduate degrees, 20% PhDs
- Analyzed geographic distribution revealing 50% of customers from Spain, 15% South Africa, 10% Canada
- Identified untapped potential in child-focused products despite 50% of customers having children
- Developed interactive Tableau dashboard with demographic segmentation and marketing channel effectiveness metrics

WORK EXPERIENCE

Market and Financial Analyst March 2013 - present (Self-employed)

Conducted independent research and analysis on digital assets and equity markets, including both established and emerging blockchain-based projects, as well as various technology and growth-oriented equities. As a personal investor I developed a strategic approach and gained expertise in portfolio management, market evaluation, and financial decision-making focusing on strategic rationale over short-term outcomes.

- Analysed behavioural finance aspects of investor decision-making, linking theory with practical trading outcomes
- Gained hands-on experience in risk management, portfolio diversification, and financial forecasting
- Applied geopolitical forecasting to assess global events and their financial implications on market and investment strategies

Account Manager Jun 2012 - Jun 2015 and Sept 2019 - Sept 2023 (Edro 21 s.r.l.)

I initially joined as an apprentice but quickly progressed to Junior Account Manager and finally Account Manager. Edro 21 is a medium-sized company that works with large retail chains and other medium-sized companies in the Italian region of Tuscany. At Edro 21 I learned to deal with company managers and I developed my negotiation skills.

- Managed portfolio of 15+ client accounts with combined annual value exceeding €250K
- Managed client relationships and developed marketing campaigns using SWOT analysis to align strategies with client goals
- Coordinated creative teams and optimised campaign outcomes
- Gained strong exposure to project management, data-driven marketing insights, and business reporting

Intercultural Mediator Sept 2015 - Apr 2019 (Arkè ONLUS)

While completing my BA thesis in Communication on *Intercultural migration* I decided to work on supporting migrants who arrived in Italy in challenging situations. I learned a lot regarding the importance of maintaining a long-term vision in the context of geopolitical and historical factors and this has continued to inform my professional approach today.

- Developed interpersonal skills, organisational behaviour, and problem-solving attitude
- Developed strong skills in intercultural communication, conflict resolution, and social support
- Coordinated team building and public relations

Co-founder and Project Manager 2014 - 2016 (La Nottola Cultural Association)

Designed and developed an ambitious project to restore an abandoned structure. Successfully secured € 115K in funding to update the structure as a cultural events centre.

- Coordinated events, budgets, and team activities
- Built partnerships linking institutions and stakeholders

EDUCATION AND QUALIFICATIONS

Data Analytics - Career Accelerator January - September 2025 The London School of Economics and Political Science (LSE)

Skills: SQL, Python (Programming Language), Tableau, Dashboard, Data Analysis, Microsoft Excel, R (Programming language).

Bachelor of Economics and Finance 2019 - 2023 Università di Bologna

Bachelor of Communications & Media studies 2009 - 2013 Università di Pisa

Course in Corporate Counseling 2015 - 2018 Università Popolare di Lucca

LANGUAGE AND INTERESTS

Italian (native), English (advanced), Portuguese (basic).

Interests: history, geopolitics, basketball, and exploring cultures around the world.

PROJECTS

Employer Partner Project (LSE, September 2025). Applied finance and strategy analysis. Engineered a Machine Learning system for trading.

Flora Toscana (March 2023). Strategic market entry assessment and investment feasibility study for the UK and Kenya markets in the floriculture industry.