

Elia *Lanzuise*

A detail oriented Data Analyst with eighteen years of operational discipline, six years of self funded eCommerce business, one year of intensive formal training, and a portfolio that has already shipped to production.



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The *unconventional* route to a Melbourne analyst desk.

I spent eighteen years in high volume hospitality, including Corporate Chef roles at JP Morgan Sydney and the Melbourne Convention & Exhibition Centre, before making a deliberate pivot into data analytics. The pivot wasn't driven by a career fair or a LinkedIn ad. It was driven by six years of running my own eCommerce business on the side, where I realised I cared more about the patterns behind numbers than the products.

For six years under a registered ABN I ran an Amazon Store and three Shopify/WooCommerce stores in the women's health and beauty category, managing paid media spend across Facebook, TikTok, Google, and Taboola. I implemented my own tracking infrastructure: Pixel, GTM, GA, and analysed campaign performance directly in Google BigQuery, scaling winners and pausing under performers based on CPA, ROAS, and CTR. That commercial experience led me to invest a year and my own money into CareerFoundry's intensive Data Analytics program.

Eighteen years in kitchens taught me to manage cost and labour against tight margins, communicate clearly under pressure, and report to senior stakeholders who don't have time for ambiguity. That operational discipline is what I'm bringing to my Data Analyst Career.

BASED Bentleigh East, VIC · Australian Citizen

YEARS OPERATIONAL LEADERSHIP 18

LOOKING FOR
Data Analyst · BI Developer · Reporting Analyst
Commercial / Insights / Research Analyst

PORTFOLIO PROJECTS END-TO-END 7

OPEN TO On-site · Hybrid · Melbourne metro

YEARS SELF DIRECTED BIGQUERY ANALYTICS 6

What I *actually* do.

*A practitioner's stack built across a year of intensive training and six years of self-funded eCommerce analytics.
Not a checklist of buzzwords. Every tool below has shipped at least one project.*

Querying & Data

SQL | PostgreSQL, Microsoft SQL Server, Azure SQL
Google BigQuery | 6 years self directed
Multi table joins, CTEs, subqueries
Data dictionary & schema design
Relational database analysis

BI & Visualisation

Power BI | DAX, multi page dashboards
Tableau | dashboards, published vizzes, forecasting
Excel | VLOOKUP, pivot tables, charts
KPI cards, slicers, drill-down design
Stakeholder-ready insight callouts

Python & Analysis

Jupyter, Pandas, NumPy | cleaning, merging, EDA
Matplotlib, Seaborn | viz & profiling
Streamlit | deployed apps
Feature engineering & segmentation
Descriptive statistics, hypothesis testing

Marketing & Web

Google Analytics | 6 years operational experience
Google Tag Manager & Pixel
Facebook, TikTok, Google, Taboola Ads
CPA / ROAS / CTR campaign analysis
Attribution & conversion tracking

FORMAL TRAINING

CareerFoundry GmbH Tech Academy
Professional Certificate in Data Analytics
One Year Intensive Bootcamp
(Nov 2024 - Dec 2025)
Coverage: Excel, SQL, Python, EDA,
hypothesis testing, data quality, modelling,
Tableau, Power BI, forecasting.

OPERATIONAL FOUNDATION

Eighteen years across Milan, Zurich,
London, Sydney, and Melbourne.
Corporate contracts at JP Morgan Sydney
and the Melbourne Convention Exhibition
Centre. Daily cost, labour, margin
reporting; cross-functional stakeholder
communication.

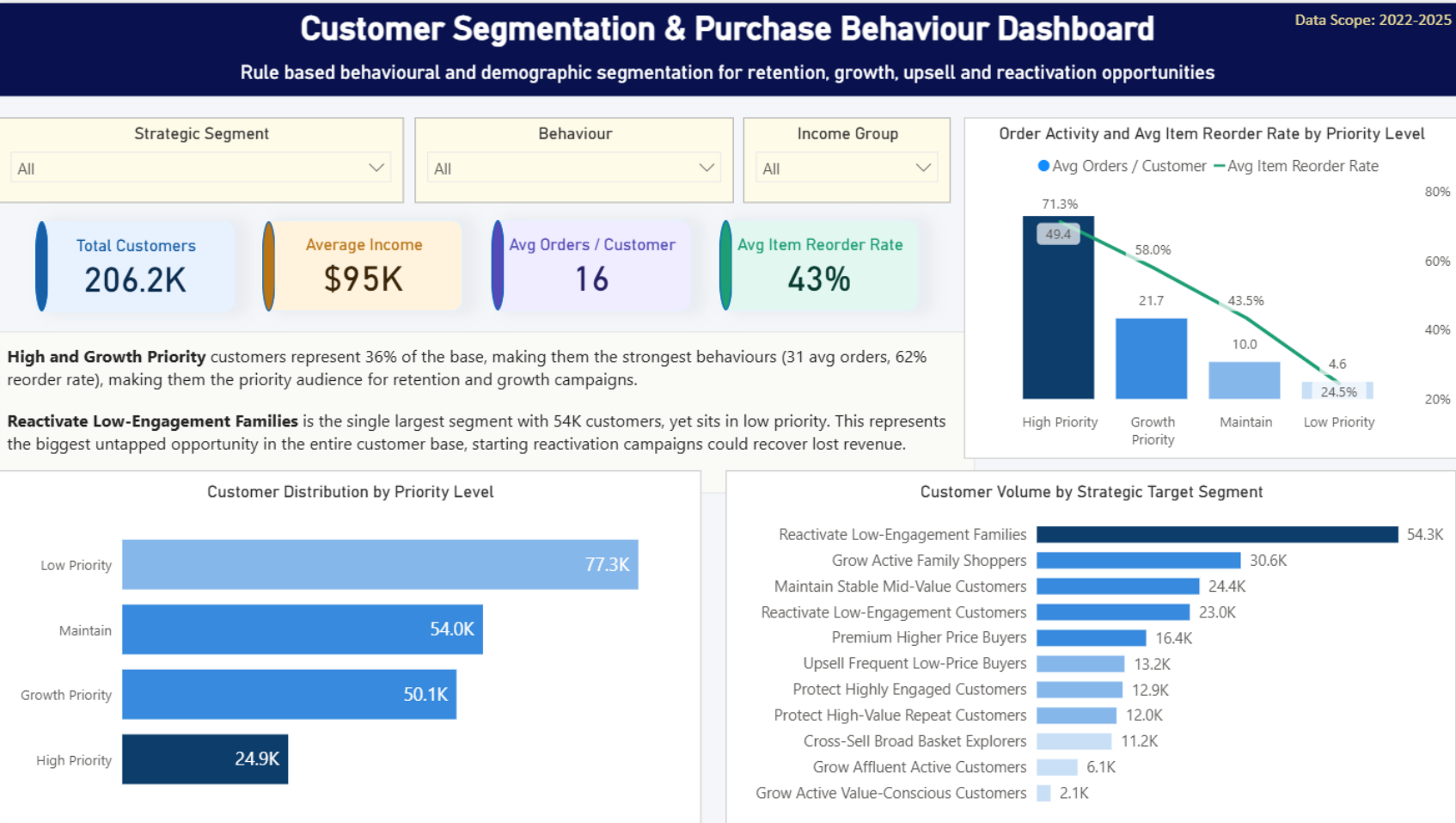
The *selected* body of work

Every project below has a public repository, documented analytical workflow, and stakeholder ready output.
Featured projects detailed on the next pages.

Nº	PROJECT	STACK	OUTCOME
01	Retail Customer Segmentation & Behaviour	Power BI · DAX · Python · Pandas	Surfaced Low Engagement Families (45.2K) as the single largest untapped reactivation opportunity in the customer base.
02	Melbourne Freeway & Arterial Network Performance	Power BI · DAX · MsSQL · T-SQL	Identified areas for network efficiency increase, suggested monitoring of sites where heavy traffic share could lead to faster street wear.
03	Rockbuster Stealth SQL Customer & Revenue Analysis	Tableau · Excel · SQL · PostgreSQL	Identified India / China as top revenue markets; Taiwan / Philippines as highest spending niche audiences.
04	Influenza Seasons USA Resource Planning	Tableau · Excel	Built forecast model supporting hospital and senior-care staffing for predictable seasonal cycles.
05	New York Citi Bike Network Operational Performance	Streamlit · Python · Kepler.gl · API	Live, multi page Streamlit application surfacing high demand routes filtered to ≥750 trip pairs.

01 Retail Customer Segmentation & Behaviour Dashboard

POWERBI DAX PYTHON PANDAS



THE BRIEF

A full stack customer analytics project on a +200K customer retail eCommerce dataset. Built to support retention, growth, upsell, and reactivation strategy across a large customer base, paired with a stakeholder facing Power BI dashboard.

WHAT I BUILT

- Two layers pipeline: Python data prep → Power BI dashboard
- Cleaned, merged, and feature-engineered 8 structured CSV outputs from raw transactional, product, department, and customer tables
- Engineered loyalty tiers, order frequency bands, price range groupings, reorder behaviour flags
- Multi page Power BI dashboard with DAX measures, KPI cards, and interactive slicers across 11 strategic segments, region, and income group

THE COMMERCIAL FINDING

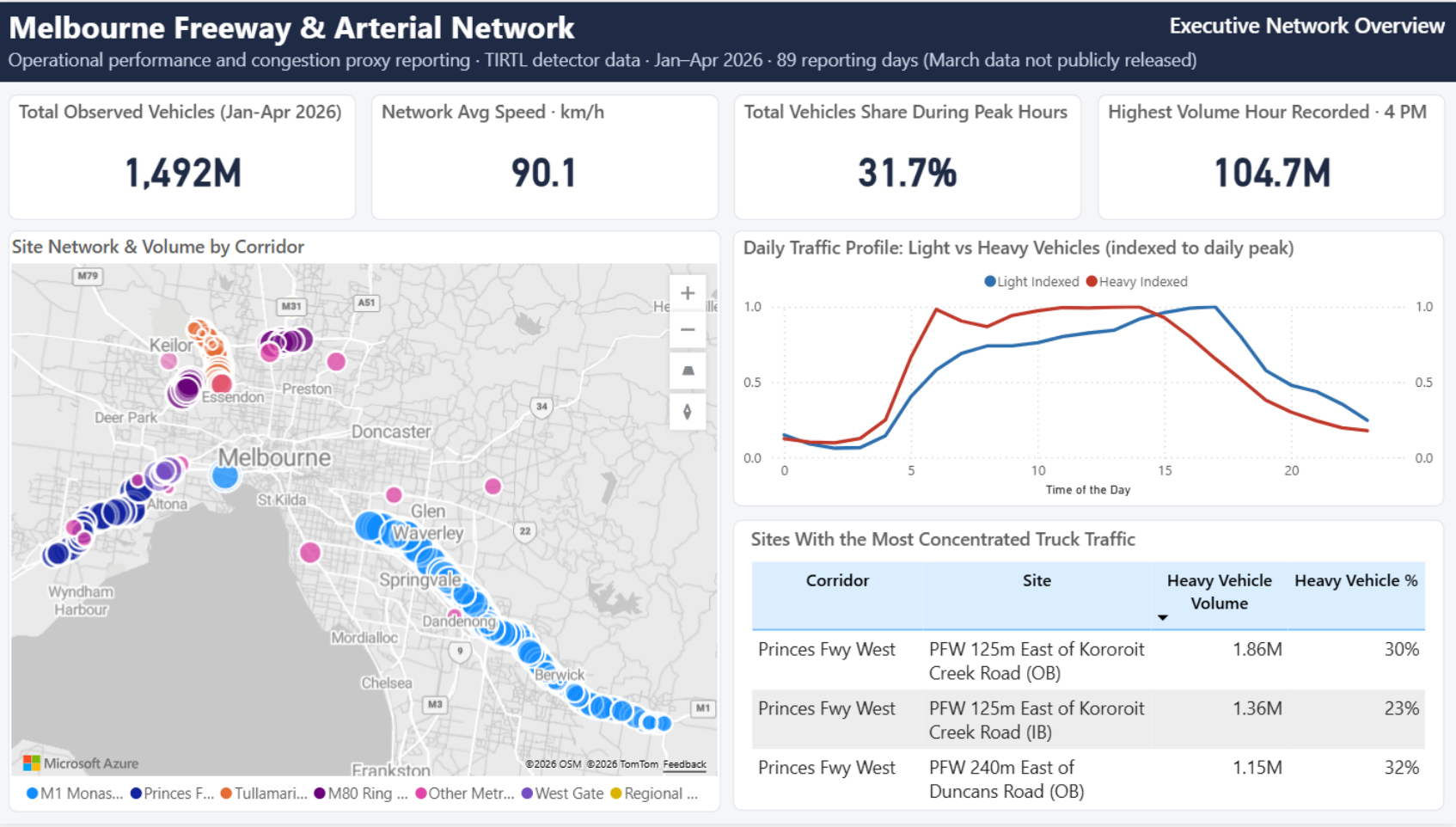
Low Engagement Families (45.2K customers) are the single largest untapped reactivation opportunity in the entire base. This is the largest segment with previous lowest priority, and potentially with the highest commercial recovery.

STATUS & ACCESS

Live on Power BI Service.
Repository → github.com/elialanz/Retail-Customer-Segmentation
Case Study → elialanz.com/case-study-retail-customer-segmentation

02 Melbourne Freeway & Arterial Network Performance

POWERBI DAX MSSQL T-SQL



THE OPERATIONAL FINDING

One site near Kororoit Creek Road carries 1.86M heavy vehicles at roughly double the network's heavy share, the only location high on both heavy volume and heavy concentration.

It surfaced only by cross referencing the two at site level, since corridor level heavy share is flat. A clear candidate for prioritised inspection, flagged as heavy vehicle exposure and potential high wear rate.

THE BRIEF

A full stack operational analytics project on an 87.5M row roadside detector dataset (1.49 billion vehicle observations) across Melbourne's freeway and arterial network. Built to show a transport operations team where and when the network runs slow relative to normal and where to focus monitoring, paired with a four page stakeholder facing Power BI dashboard.

WHAT I BUILT

- SQL first pipeline: SQL Server modelling → Power BI dashboard, engineered inside a hard 10GB-per-database limit
- Loaded and cleaned 87.5M raw detector rows into a reconciled star schema model (20.85M fact rows), every figure tying to a single 1.49B vehicle anchor via two independent paths from raw
- Engineered a site relative congestion proxy, per-site off peak baselines, empirically validated peak windows, and corrected Austroads vehicle class grouping
- Four page Power BI dashboard with DAX measures, KPI cards, a site map, and interactive slicers across corridor, direction, week day, and vehicle group

02 Melbourne Freeway & Arterial Network Performance

POWERBI

DAX

MSSQL

T-SQL

Melbourne Freeway & Arterial Network

Average daily volume · corridor speed at peak · directional flow

Day of Week

Corridor

Direction

Vehicle Group

Average Daily Traffic Profile

Average Daily Volume by Direction: AM vs PM Peak

Key Takeaways

Site & Direction Performance

Average Speed by Corridor: Peak vs Off-Peak

Important Notes

Melbourne Freeway & Arterial Network

Bottleneck Watch: Busy & Slow Running Sites

When & Where Traffic Runs Slow

Priority Bottleneck Sites

Busy vs Slow Running Sites

Key Takeaways

Melbourne Freeway & Arterial Network

Recommendations & Data Confidence

Data, Method & Limitations

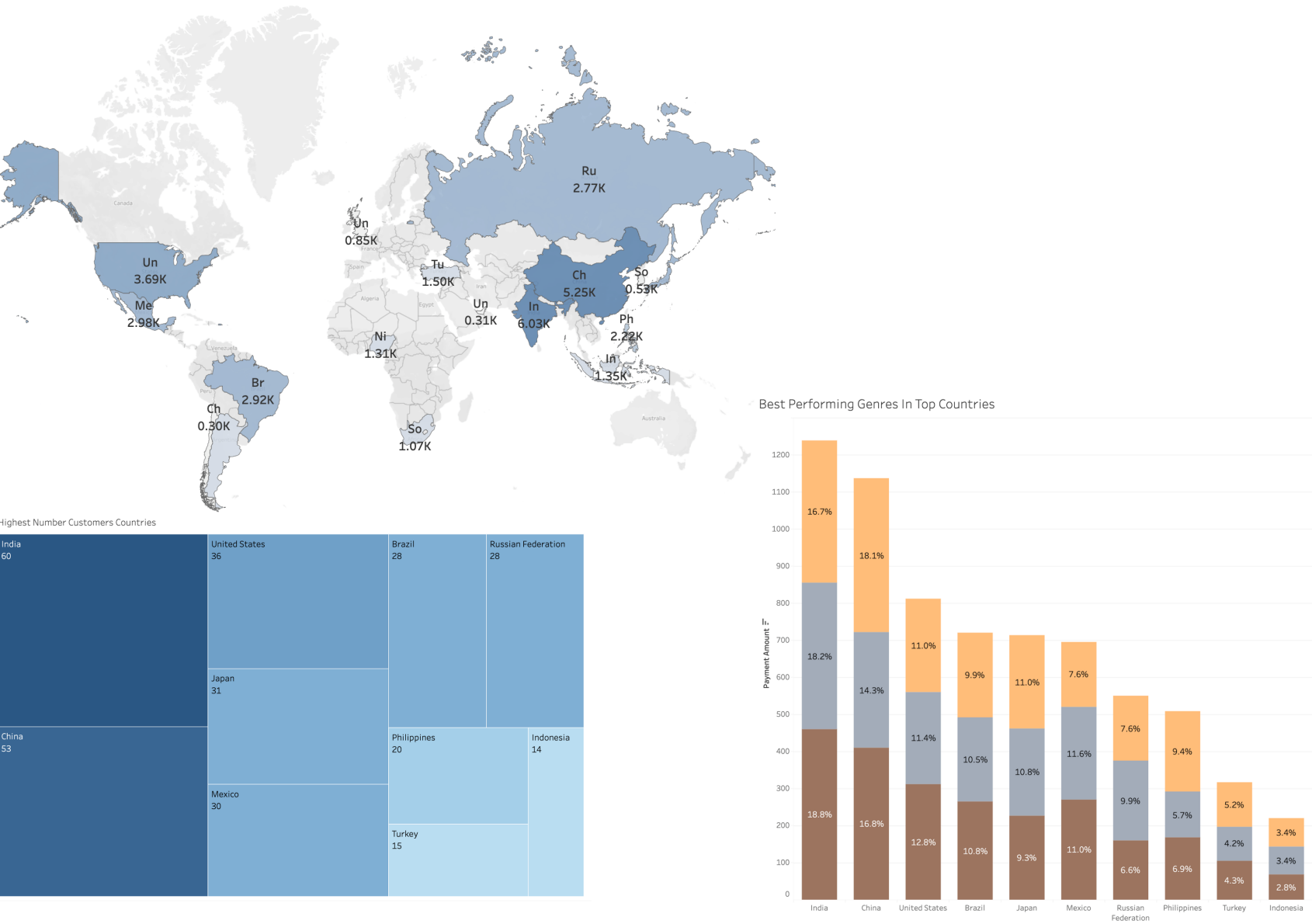
Sensor Coverage

Findings

Priorities

03 Rockbuster Stealth SQL Customer & Revenue Analysis

POSTGRE SQL EXCEL TABLEAU



THE BRIEF

A relational database analysis on Rockbuster's internal database (15 tables), built to support the company's shift from a traditional store model to an online streaming platform. Using SQL, I analysed rental trends, customer lifetime value, and genre performance across countries to identify the most profitable markets and audience preferences.

WHAT I BUILT

- Loaded the database into PostgreSQL and verified data integrity through profiling and quality checks
- Joined multiple tables (customers, payments, films, rentals) into unified datasets using joins, subqueries, and CTEs
- Calculated key performance metrics (total revenue, average customer spend, and rental duration) with CASE logic for derived fields
- Segmented customers and countries by revenue contribution and spending behaviour

THE COMMERCIAL FINDING

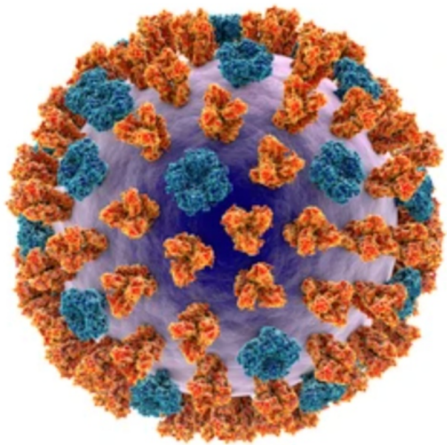
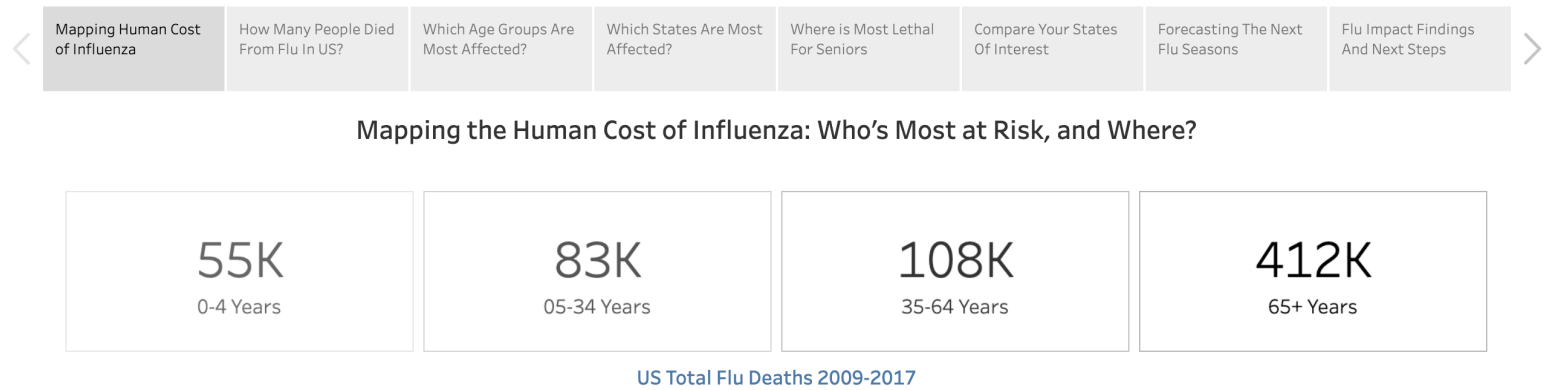
Taiwan and the Philippines showed the highest average customer spend, signalling highly engaged niche audiences. On content, Sports and Sci-Fi titles outearned Drama and Comedy, and PG-13 was the highest earning rating thanks to broad family appeal. **The recommendation:** expand regional marketing and loyalty programs in high-spending countries, and tailor promotions by genre and rating across top markets to maximise online sales.

STATUS & ACCESS

Completed and published.
Final deliverables: presentation, query workbook, and data dictionary.
Repository → github.com/elialanz/RockBuster_Project
Case Study → elialanz.com/case-study-rockbuster/

04 Influenza Seasons USA Resource Planning Dashboard

EXCEL TABLEAU



This project is based on the need to optimize the deployment of medical staff during the upcoming United States influenza season.

The agency supports hospitals across all 50 states and must determine when and where to send temporary staff to manage flu-related patient peaks, particularly among vulnerable populations.

The primary objective is to provide guidance based on data on the timing and geographic distribution of staffing needs.

Key requirements and question were whether influenza follows a seasonal pattern, how timing may vary by state, and which regions should be categorized as low, medium, or high-need based on their most vulnerable population.

This analysis aims to supports the creation of a strategic staffing plan for the upcoming flu season, giving the stakeholders as much insights as possible in order to succeed.

THE OPERATIONAL FINDING

Adults aged 65+ accounted for 412K of the total deaths (the overwhelming majority) with mortality peaking every November to January and a recurring secondary wave in March. High population states (California, New York, Texas) carried the largest totals, but per capita senior risk concentrated in Alaska, Wyoming, and Vermont. This directs staffing, preparedness, and vaccination outreach toward older populations in both high volume and high rate states ahead of each predictable seasonal surge.

THE BRIEF

A public health analytics project visualising 700K+ flu-related deaths from the CDC, recorded across all U.S. states between 2009 and 2017, combined with U.S. Census population data.

Built to guide a medical staffing agency deciding when and where to deploy temporary staff during flu season, mapping where mortality concentrates, when seasonal peaks hit, and which age groups carry the most risk, packaged as an interactive Tableau story for non technical stakeholders.

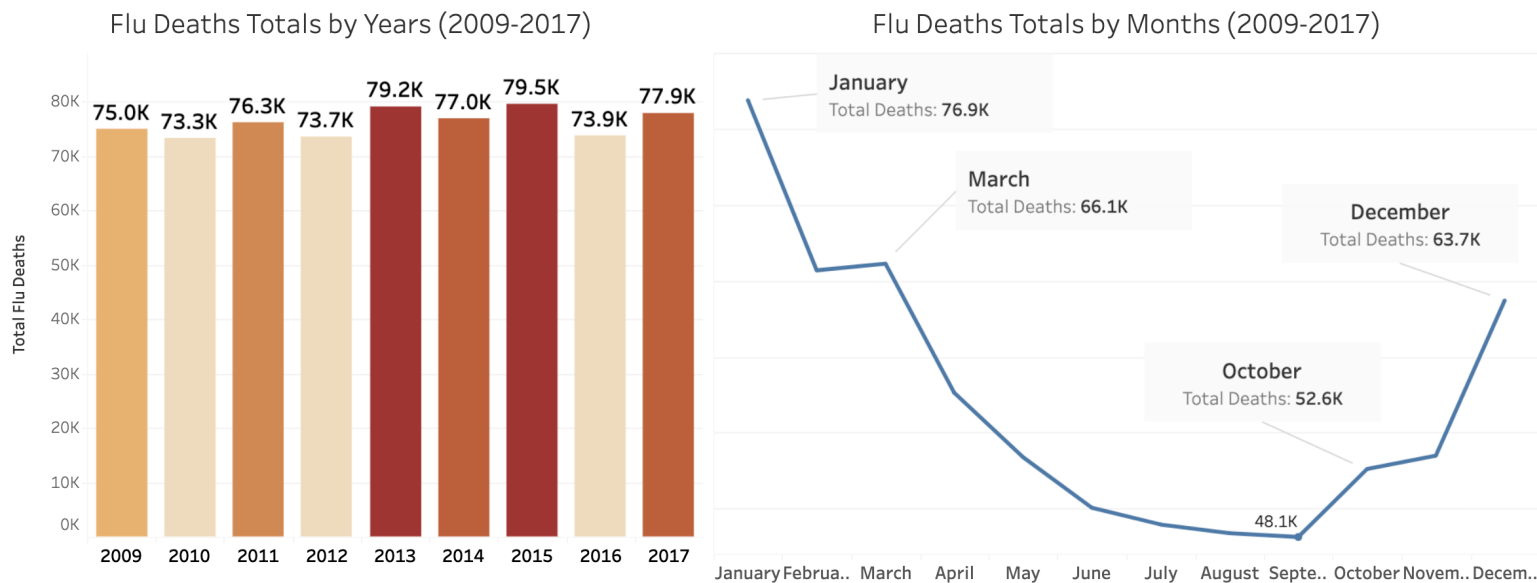
WHAT I BUILT

- Profiled, cleaned, and validated the CDC mortality dataset and Census population data in Excel, handling missing values, standardising state names and date formats, and verifying numeric ranges with descriptive statistics and frequency tables
- Built an eight view Tableau story covering national totals, age group breakdown, year and month seasonality, state level concentration, and senior specific risk mapping
- Engineered a population-normalised "% senior death" measure to separate raw death counts from per capita risk, surfacing states most lethal to seniors despite smaller populations
- Added a regional forecasting view projecting next season mortality with prediction ranges across Midwest, Northeast, South, and West, plus an interactive "compare your states" tool for stakeholder drill down

04 Influenza Seasons USA Resource Planning Dashboard

EXCEL TABLEAU

How Many People Died From Flu In US In The Last Years?



Flu deaths unfortunately have been consistent in the last years.

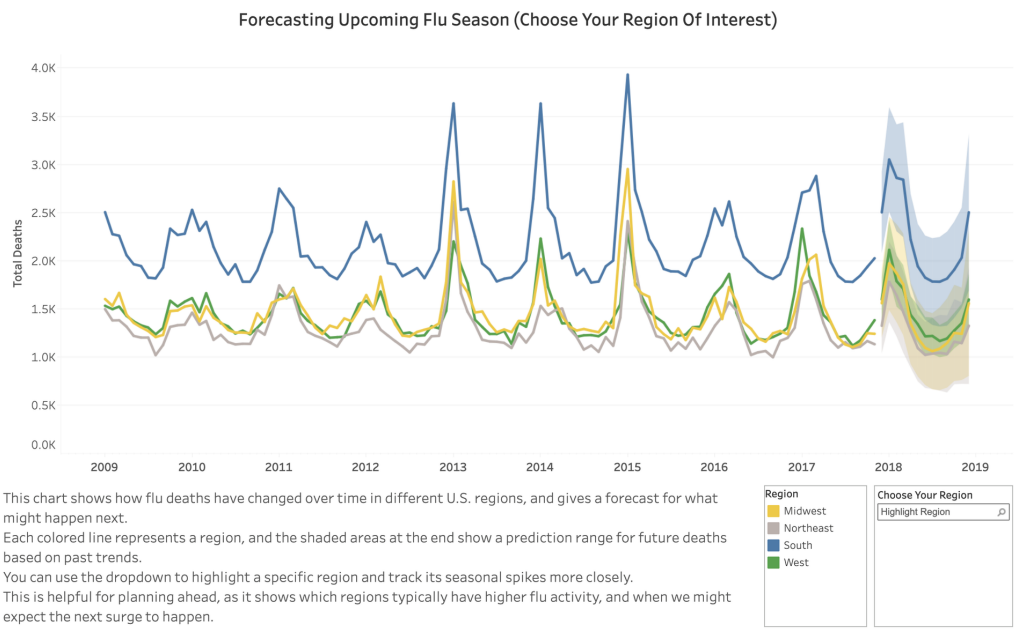
The years 2013, 2015 and 2017 have registered the Highest Deaths in the last 9 years.

This seems to be a trend that could perhaps be reversed with better managing of flu season, in order to save lives.

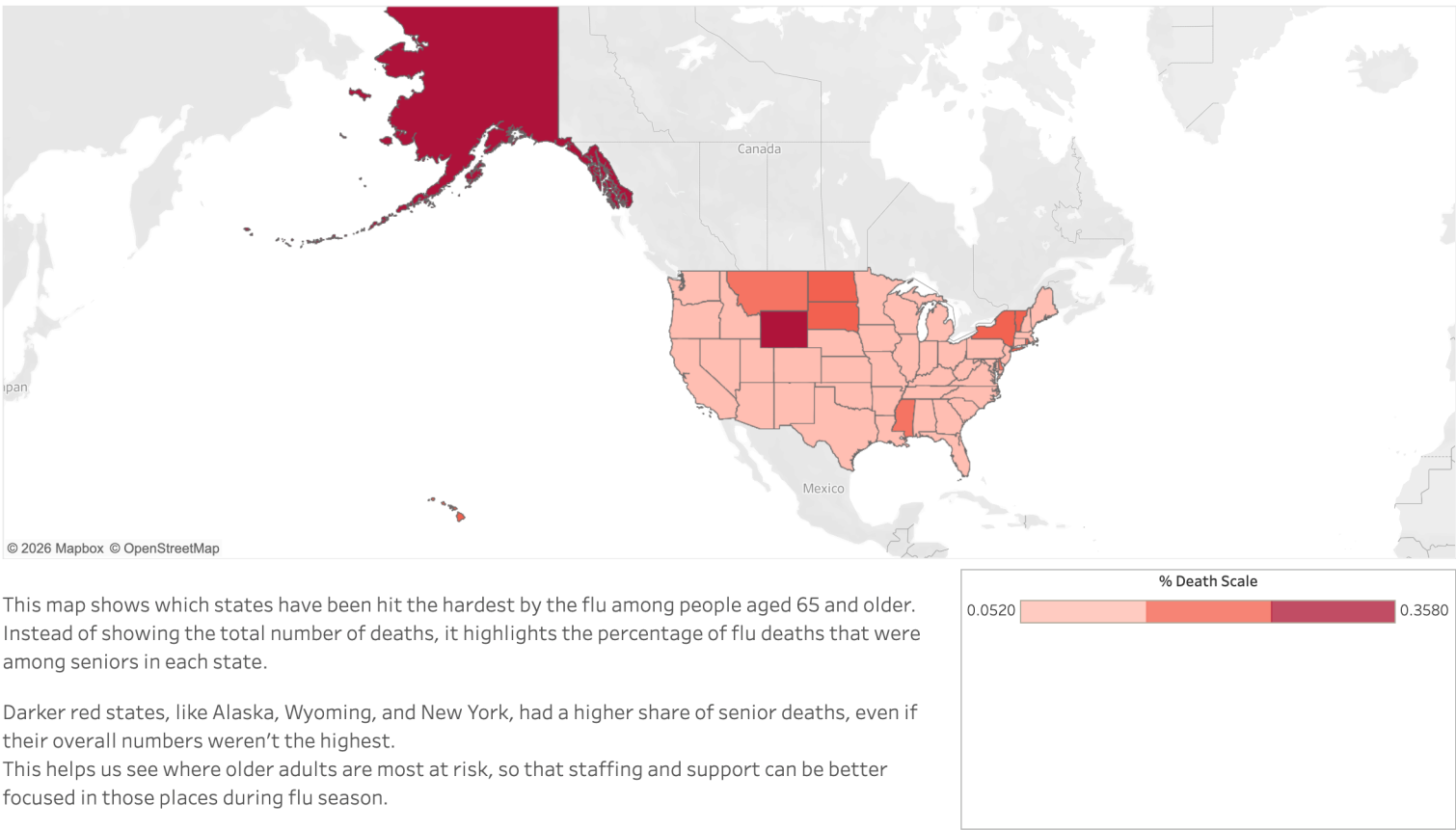
Flu deaths seems to peak from October to December, reaching the Highest deaths count in January.

While the deaths start decreasing after January, the month of March still bring High Deaths count (instead of having a continued decrease).

This could suggest that March is a Month that bring a second minor wave in the Flu Seasons.



Flu Deaths Impact on Seniors: Where It's Most Lethal



STATUS & ACCESS

Completed and published.

Live on Tableau Public (8 view interactive story)

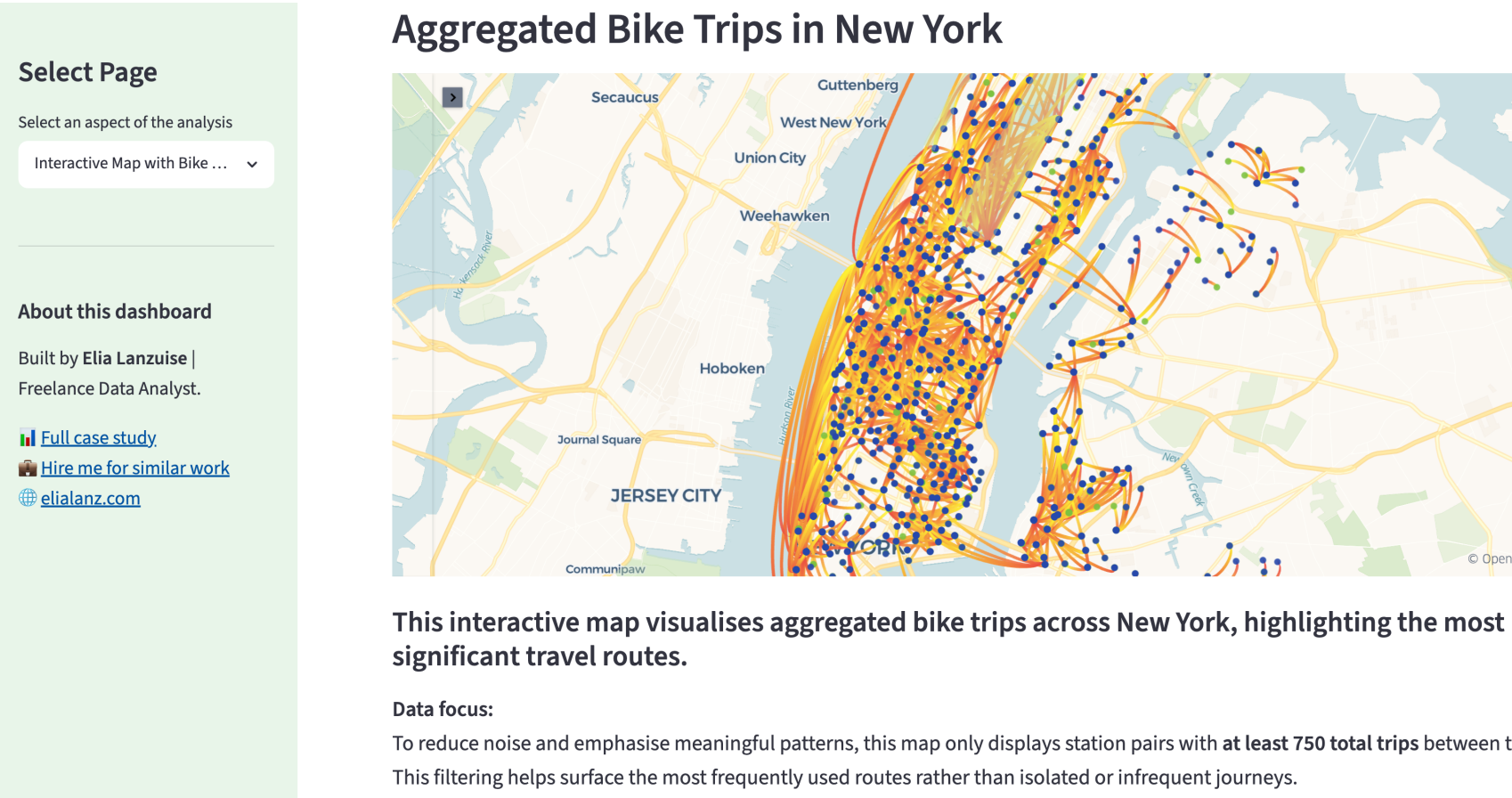
Tableau → public.tableau.com/elialanz/MappingInfluenzaDeathsInUSA

Repository → github.com/elialanz/Influenza_Seasons_US

Case Study → elialanz.com/case-study-influenza-seasons-usa/

05 New York Citi Bike Operational Dashboard

PYTHON PANDAS STREAMLIT KEPLER.GL



THE BRIEF

A full stack urban mobility project on NYC Citi Bike's 2022 trip data (around 30M annual trips), enriched with NOAA weather.

Built to diagnose bike availability and distribution problems and support rebalancing, station planning, and expansion, paired with an interactive Streamlit dashboard.

WHAT I BUILT

- Two layer pipeline taking raw Citi Bike API data through Python cleaning and aggregation into a live, interactive Streamlit dashboard
- Cleaned the full 2022 trip dataset, resolving 69,835 missing station rows, then merged NOAA daily temperature into the trips through the weather API to enable seasonal analysis
- Engineered time features, trip counts, and station pair variables, aggregating trips with groupby to surface popular routes, peak commute hours, and seasonal demand patterns
- Multi page Streamlit dashboard with Plotly charts, season slicers, and a Kepler.gl geospatial map filtered to station pairs with 750 or more trips to cut noise and expose the busiest corridors

THE OPERATIONAL FINDING

Bike demand tracks temperature almost exactly, peaking June to August and dropping to its lowest in winter, so Citi Bike could cut active fleet size and rebalancing effort by 25-40% from November to April, lowering operating costs during a predictable low demand window.

Demand concentrates in dense, recurring corridors along Manhattan's waterfront and its north to south routes rather than spreading evenly, so new stations and rebalancing effort should be focused there.

05 New York Citi Bike Operational Dashboard

PYTHON PANDAS STREAMLIT KEPLER.GL

Select Page

Select an aspect of the analysis

Weather and Bike Trips

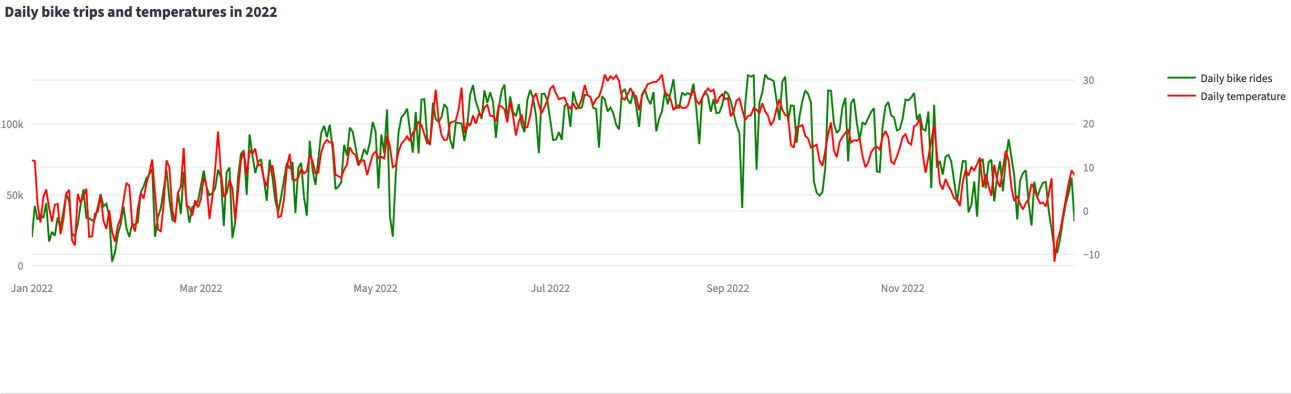
About this dashboard

Built by Elia Lanzuise | Freelance Data Analyst.

Full case study

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Daily Bike Trips vs Temperature (2022)

Key insight: Bike ridership closely follows temperature patterns throughout the year, with strong seasonality visible across all months.

Daily bike trips increase steadily from winter into spring and peak during the summer months (June–August), when temperatures are consistently warmer. This highlights a strong positive relationship between weather conditions and cycling activity.

From September onwards, both temperatures and bike usage decline, with the sharpest drops occurring during late autumn and winter. Short-term fluctuations during warmer months may be influenced by external factors such as rainfall, extreme heat, or operational disruptions.

Overall, temperature emerges as a key driver of bike demand, reinforcing the importance of seasonal planning for bike availability, maintenance, and operational staffing.

Select Page

Select an aspect of the analysis

Bike Trips By Hours

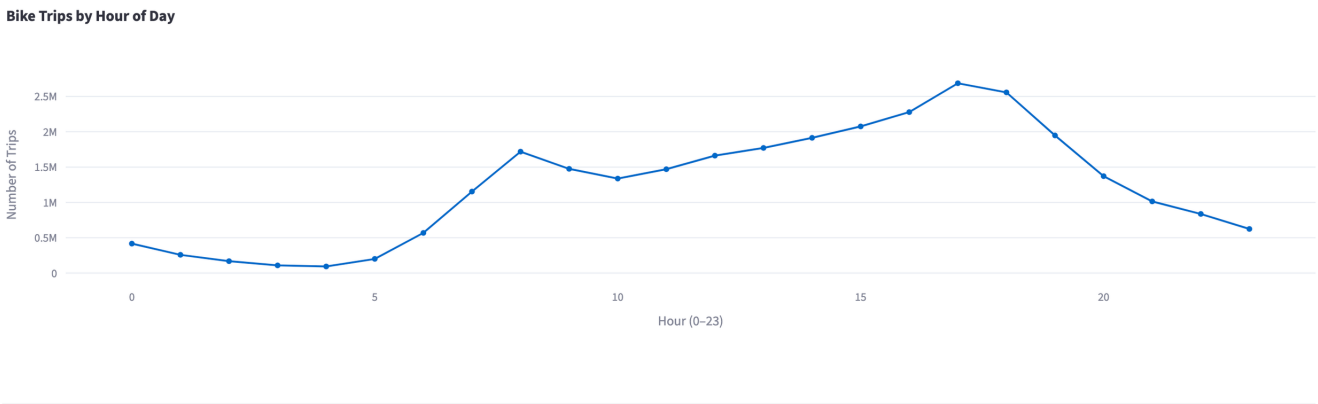
About this dashboard

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Full case study

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Bike Trips by Hour of Day

Key insight: Bike usage follows a clear daily rhythm, reflecting commuter behaviour and leisure patterns throughout the day.

Trips are lowest during the early morning hours when demand is minimal. Usage begins to rise sharply from around 06:00, coinciding with morning commuting activity.

A sustained increase is visible through the afternoon, with peak demand occurring in the **late afternoon and early evening (16:00–18:00)**. This aligns with return home commutes, recreational riding, and higher urban activity levels.

Select Page

Select an aspect of the analysis

Most Popular Stations

About this dashboard

Built by Elia Lanzuise | Freelance Data Analyst.

Full case study

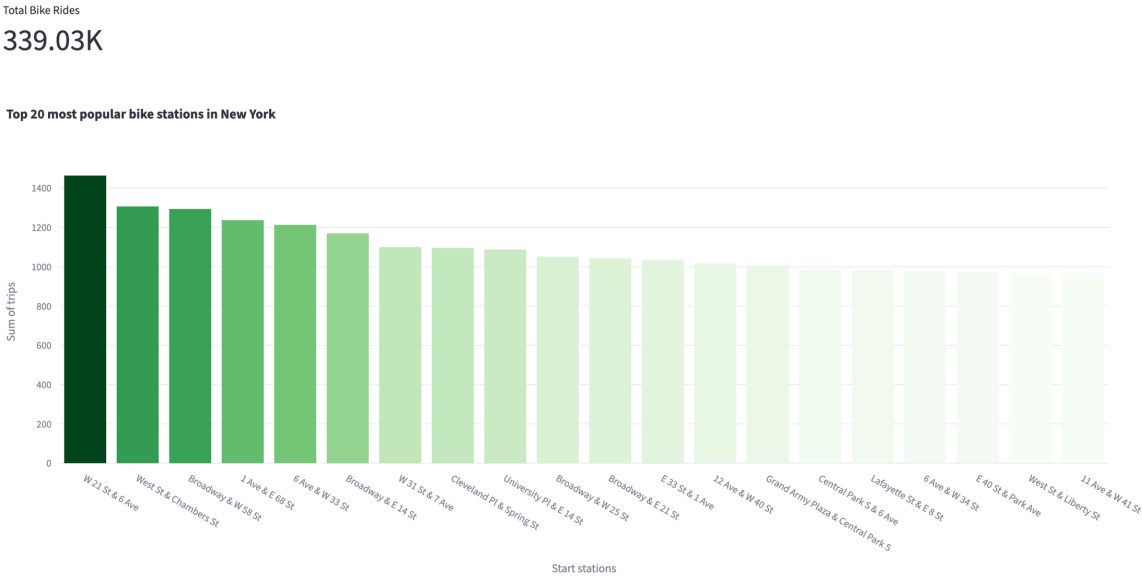
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Select the season

summer fall

winter spring



What this view shows:
This dashboard highlights the 20 most popular Citi bike stations, ranked by total trip volume for the selected seasons.

STATUS & ACCESS

Fully published and live on Streamlit Cloud.

Live App → <https://elia-nycitibike.streamlit.app/>
Repository → github.com/elialanz/New_York_City_Bike
Case Study → elialanz.com/case-study-newyork-citibike/

Let's *talk*

I'm looking for a Data Analyst role in Melbourne where the work has commercial consequence and the team values accuracy over speed

HOW I WORK

I check my own numbers. Eighteen years of running kitchens taught me that an unchecked assumption costs the business. I'd rather slow down and verify than ship a not confident wrong answer.

I speak both languages. Corporate Chef at JP Morgan Sydney means I've sat across the table from finance, operations, and clients in the same week. Stakeholder communication isn't a soft skill for me, it's the foundation of everything.

I bring my own commercial scar tissue. Six years of self funded eCommerce means I've made decisions on my own money based on CPA and ROAS. I know what it feels like when the data is wrong.

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Thank you for the time you've taken with this document. - E.L.