

Elia Lanzuise

Data Analyst

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Summary

Detail oriented Data Analyst with 18 years commercial experience in high volume hospitality venues, including roles at JP Morgan Sydney and the Melbourne Convention & Exhibition Centre. Completed CareerFoundry intensive 1 year Data Analytics program, with hands on training in Excel, SQL, Python, Power BI, and Tableau. Six years of self directed eCommerce experience running multi platform paid media campaigns (Amazon, Facebook, TikTok, Google, Taboola) with performance analysis in BigQuery and Google Analytics. Bringing operational discipline, commercial awareness, and 18 years of cost, labour, and margin analysis experience in data analytics.

Core Skills

Databases & Querying: SQL (PostgreSQL, SQL Server), Google BigQuery, Azure SQL Server, Relational Databases

Programming & Analysis: Python (Pandas, NumPy, Matplotlib, Jupyter), Data Wrangling & Transformation, EDA, Descriptive Statistics, Hypothesis Testing, Customer Segmentation

Visualisation & BI: Power BI, Tableau, Google Analytics, Excel (Advanced)

Data Processing & Techniques: Data Cleaning & Validation, Data Quality Assurance, Exploratory Data Analysis (EDA), Descriptive Statistics, Hypothesis Testing & Statistical Analysis, Customer Segmentation

Marketing & Web Analytics: Google Tag Manager, Pixel Implementation, Campaign Performance Analysis (Facebook Ads, Google Ads, TikTok Ads, Taboola)

Business & Communication: KPI Reporting, Stakeholder Reporting, Data Storytelling, Business Performance Analysis

Selected Projects

Retail Customer Segmentation & Behaviour Dashboard (Python, Power BI)

View Project: elialanz.com/retail-customer-segmentation

Developed an end-to-end customer analytics pipeline using a retail eCommerce dataset of +200K customers. Built a behavioural segmentation model in Python and translated the outputs into an interactive Power BI dashboard, helping surface actionable retention, growth, upsell, and reactivation strategies across customer tiers, regions, and income groups. *(Dashboard pages 2 and 3 in development | full project publishing June 2026)*

Melbourne Freeway & Arterial Network Performance (MSSQL Server, T-SQL, DAX, Power BI)

View Project: elialanz.com/melbourne-freeway-arterial-network

Built an operational performance and congestion reporting solution on 1.5 billion roadside detector points observations (DataVic TIRTL data with 87.5 million rows) across Melbourne's freeway and arterial network. Modelled the 89 datasets in MSSQL Server and delivered a four pages Power BI dashboard showing where and when the network runs slow relative to normal, supporting monitoring and operational prioritisation transport operations teams.

RockBuster Stealth Customer & Revenue SQL Analysis (PostgreSQL, Tableau)

View Project: elialanz.com/case-study-rockbuster-stealth

Conducted an SQL analysis project exploring customer behaviour, revenue distribution, and geographic performance. Combined schema analysis, data profiling, and multi table querying with joins to generate market and customer insights, packaged into documented SQL work, a data dictionary, and presentation ready deliverables for both technical and non technical audiences.

Work Experience

Founder / Operator

Jan 2018 - Apr 2026

Skynet World Trade (Registered ABN, side business) | Melbourne, VIC

Self directed eCommerce venture run alongside primary chef roles, building hands on experience in digital commerce, paid media analytics, and performance measurement.

- Built and operated 3 eCommerce stores in the women's health, beauty, and accessories category (including filing and registering on [IP Australian Trademark my brand laxPRO with logo](#))
- Planned and executed paid media campaigns across Facebook Ads, TikTok Ads, Google Ads, and Taboola, managing approximately \$1 K/ month in ad spend
- Implemented tracking infrastructure including Facebook Pixel, TikTok Pixel, Taboola Pixel, Google Tag Manager, and Google Analytics GA4 to measure campaign performance end to end and funnel conversions
- Analysed campaign performance data in Google BigQuery to identify high performing creatives, audiences, and products, scaling winners and pausing under performers based on CTR, CPM, CPA and ROAS metrics
- This commercial and analytical experience directly motivated my decision to formally retrain in data analytics

Corporate Chef

Jan 2024 - Jul 2024

Melbourne Convention Exhibition Centre | Melbourne, VIC

- Delivered end to end food preparation and service for big scale events at Australia's largest convention venue
- Contributed to organisational planning, cost control, food safety standard and operational efficiency

Corporate Chef

Nov 2022 - Dec 2023

JP Morgan Sydney (via Troys Hospitality) | Melbourne, VIC

- Assigned end-to-end responsibility for corporate events at JP Morgan's Sydney office, from preparation through service
- Managed event setup, food preparation, and service delivery to corporate banking clients with high-quality and timing standards

Chef De Partie / Sous Chef / Head Chef

Oct 2006 - Nov 2022

Various Venues in Milan, Saint Moritz (Switzerland), London, Sydney and Melbourne

- 16+ years progressing from line cook to senior kitchen leadership across fine dining, luxury hotels, pubs, and large scale corporate operations
- Consistent responsibilities across roles: food cost management, labour cost analysis, inventory control, supplier negotiation, menu costing, and operational reporting
- Promoted progressively through technical excellence and operational reliability in high-pressure environments

Education

Career Foundry Gmbh Tech Academy

Nov 2024 - Dec 2025

(1 Year Intensive Bootcamp)

Professional Certificate in Data Analytics: elialanz.com/education-certifications

Core areas: Excel (VLOOKUP, Pivot Tables), Relational Databases & SQL Querying, Python for Data Analysis, EDA, Hypothesis Testing, Statistical Analysis, Data Quality Validation & Profiling, Data Modeling, Dashboard Development (Tableau & Power BI), Data Visualisation & Storytelling, Forecasting, Working with Structured & Unstructured Data.

Academia Institute, Melbourne VIC | C4 + Advanced Diploma in Hospitality Management Feb 2013 - May 2016

Other Skills & Professional Strengths

Python (Jupyter, Pandas, Matplotlib, NumPy, Seaborn), Streamlit, Microsoft Excel, Microsoft SQL Server, T-SQL, Microsoft Azure SQL, Google Big Query, ,