

Elia Lanzuise

Data Analyst | Reporting & Operations Analytics

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Australian Citizen | Melbourne, VIC, Australia | 0476654237

Summary

Data analyst with hands on capability in SQL, Power BI, Tableau, Excel and Python, supported by 18 years of experience in high volume operations spanning cost control, procurement, inventory management, planning, supplier coordination and commercial decision making. Experienced in collaborating with cross functional teams to support efficient operational delivery. Built end to end analytics projects across transport, healthcare, retail customer behaviour and urban mobility, including a SQL Server and Power BI solution developed from 87.5 million records. Also operated a registered eCommerce business, using GA4, BigQuery and campaign KPIs to guide weekly advertising spend decisions and sales.

Selected Projects

Melbourne Freeway & Arterial Network Performance Reporting

MSSQL Server, T-SQL, DAX, Power BI | View Project: elialanz.com/melbourne-freeway-arterial-network

- Built a four page operational reporting solution to identify where and when Melbourne's road network performs below site specific normal conditions. Cleaned and modelled 87 million raw detector records from 89 datasets into a reconciled SQL Server star schema containing 21M fact rows and representing 1.5B observed vehicles.
- Developed site relative congestion measures and **identified a location near Kororoit Creek Road carrying 1.9 million heavy vehicles** at approximately twice the network's heavy vehicle share, highlighting it for prioritised monitoring based on concentrated heavy vehicle exposure and potential infrastructure wear.

Retail Customer Segmentation & Retention Analysis

Python, Pandas, DAX, Power BI | View Project: elialanz.com/retail-customer-segmentation

- Developed an end to end customer analytics pipeline to support retention, growth, upsell and reactivation decisions across a retail eCommerce dataset containing more than 200K customers. Cleaned, merged and feature engineered transactional, product, department and customer data in Python before creating behavioural segments and eight structured analytical outputs.
- Translated the results into an interactive Power BI dashboard with DAX measures, KPI cards and filters across customer tiers, regions and income groups. **Identified 45K Low Engagement Families as the largest previously under prioritised customer segment** and the strongest reactivation opportunity within the customer base.

New York Citi Bike Demand & Fleet Rebalancing Dashboard

(Python, pandas, Streamlit, Kepler.gl, API integration) | View Project: elialanz.com/case-study-ny-citibike

- Built a live, multi page Streamlit application to investigate bike availability, seasonal demand and station distribution requirements using approximately 30 million Citi Bike trips from 2022. Cleaned the trip data, resolved 69K missing station records and integrated NOAA daily temperature data through an API to support seasonal demand analysis.
- Engineered time, route and station-pair measures and mapped high volume corridors using KeplerGl. **Identified an estimated 25-40% seasonal fleet rebalancing opportunity from November to April** and concentrated demand along Manhattan's waterfront and north south routes, supporting more targeted fleet allocation, station planning and expansion decisions.

Core Skills

Databases & Querying: SQL (SQL Server, PostgreSQL, BigQuery), relational modelling, CTEs, joins, subqueries, data cleaning and validation

Reporting & BI: Power BI, DAX, Power Query, Tableau, Excel (PivotTables, XLOOKUP/VLOOKUP, conditional formulas), KPI reporting

Python & Analysis: Python (pandas, NumPy, Matplotlib, Jupyter), exploratory data analysis, descriptive statistics, hypothesis testing, customer segmentation

Commercial & Web Analytics: GA4, Google Tag Manager, conversion tracking, campaign performance (CTR, CPM, CPA, ROAS), data storytelling and stakeholder communication

Work Experience

Founder / Operator

Jan 2018 - Apr 2026

Skynet World Trade (Registered ABN) | Melbourne, VIC

Operated three eCommerce stores concurrently with full time hospitality employment, with direct responsibility for paid acquisition, measurement, product performance and weekly spend decisions.

- Founded and ran three eCommerce stores in the women's beauty accessories category under a registered ABN, [including registering the laxPRO brand and logo as a trademark with IP Australia](#)
- Built an end to end measurement stack across Meta, Google, TikTok and Taboola using GA4, Google Tag Manager and conversion pixels to track the funnel from ad click to purchase. Consolidated and queried multi channel campaign data in Google BigQuery, reporting CTR, CPM, CPA and ROAS by audience, creative and product. This commercial and analytical experience led directly into one year formal data analytics training

Corporate Chef

Melbourne Convention Exhibition Centre | Melbourne, VIC

Jan 2024 - Jul 2024

Supported planning and delivery for large scale events serving approximately 300-1,500 attendees, coordinating labour requirements, stock usage, timing, cost controls and food safety standards. Led sections during service in a high pressure, deadline driven environment.

Corporate Chef

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

Nov 2022 - Dec 2023

Held end to end responsibility for corporate events at JPMorgan's Sydney office, coordinating preparation, stock, setup and service delivery for internal stakeholders and clients under strict timing and quality standards.

Sous Chef / Head Chef

Various Venues in Milan, Zurich, London, Sydney, Melbourne

Oct 2006 - Nov 2022

Progressing from line cook to senior kitchen roles across fine dining, luxury hotels, pubs, and large scale corporate operations. Consistent responsibilities: food cost management, labour cost analysis, inventory control, supplier negotiation, menu costing, and operational reporting. Promoted progressively due to reliability in demanding roles.

Education

Career Foundry Gmbh Tech Academy

Nov 2024 - Dec 2025

(1 Year Intensive Bootcamp)

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

Applied training in Excel, SQL, Python for Data Analysis, Power BI, Tableau, statistics, Hypothesis Testing, Data Quality Validation & Profiling, data modelling, Forecasting, EDA, dashboard development and data storytelling.

HackerRank SQL Skill Certifications: Basic, Intermediate & Advanced: hackerrank.com/certificates/3cd632df9e0d

Academia Institute, Melbourne VIC | C4 + Advanced Diploma in Hospitality Management

Feb 2013 - May 2016

Professional Strengths & Notes

Advanced Microsoft Excel, Advanced SQL, Advanced Python Jupyter Data Analysis,