

Elia Lanzuise

Data Analyst

info@elialanz.com | www.linkedin.com/in/elia-lanzuise | www.elialanz.com | [portfolio link](#)

Australian Citizen | Melbourne, VIC, Australia | +61476654237

Summary

Career changer transitioning into data analytics after 18 years in high volume hospitality venues, including Corporate Chef 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 (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 to a first role in data analytics in Melbourne.

Core Skills

- **Databases & Querying:** SQL (PostgreSQL, SQL Server), Google BigQuery, Azure SQL Server, Relational Database Analysis
- **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

Work History

Founder / Operator 01/2018 – 04/2026

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 on Shopify and WooCommerce in the women's health, beauty, and accessories category
- Planned and executed paid media campaigns across Facebook Ads, TikTok Ads, Google Ads, and Taboola, managing approximately \$1,000/month in ad spend at peak
- Implemented tracking infrastructure including Facebook Pixel, TikTok Pixel, Taboola Pixel, Google Tag Manager, and Google Analytics to measure campaign performance end-to-end
- Analysed campaign performance data in Google BigQuery to identify high performing creatives, audiences, and products, scaling winners and pausing under-performers based on CPA, ROAS, and CTR metrics

- This commercial and analytical experience directly motivated my decision to formally retrain in data analytics through CareerFoundry

Corporate Chef 01/2024 – 07/2024

Melbourne Convention Exhibition Centre | Melbourne, VIC

- Delivered end-to-end food preparation and service for large scale events at one of Australia's largest convention venues
- Managed event level forecasting of ingredients and timing across high volume operations
- Contributed to cost control and waste reduction across multi event service days

Corporate Chef 11/2022 – 12/2023

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
- Planned ingredient quantities, timing, and execution for each event based on guest numbers, dietary requirements, and event format
- 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 10/2006 – 11/2022

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

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 162K+ 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.

- Imported, cleaned, and merged transactional, product, department, and customer datasets in Python (pandas), resolving data type issues, missing values, and structural inconsistencies across multiple related tables
- Engineered customer segmentation variables including loyalty tiers, price range groupings, order frequency bands, and reorder behaviour classifications, producing 8 structured CSV outputs for dashboard consumption
- Built a multi-page Power BI dashboard classifying 162,631 customers across 11 strategic segments, with interactive slicers across segment type, region, and income group enabling stakeholder level drill-down analysis

- Identified that Low Engagement Families (45.2K customers) represent the single largest untapped reactivation opportunity in the dataset, with findings presented in stakeholder-ready insight callouts within the dashboard

(Dashboard pages 2 and 3 in development | full project publishing May 2026)

RockBuster Stealth LLC - Customer & Revenue SQL Analysis (PostgreSQL · Tableau)

View Project: elialanz.com/rockbuster

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.

- Queried 6+ interconnected tables (customers, payments, rentals, films, inventory) using multi table joins, subqueries, and CTEs to answer business questions on customer behaviour and revenue distribution
- Identified top performing countries and cities by revenue concentration, and flagged high value customer segments to support targeted marketing decisions
- Produced a formal data dictionary, documented SQL outputs, and a business presentation to communicate findings clearly to non technical stakeholders

GameCo LLC - Global Sales & Market Analysis (Excel · Tableau)

View Project: elialanz.com/gameco

Analysed an Excel based market dataset of historical video game sales for GameCo, examining regional trends to inform marketing planning. Cleaned and analysed the dataset using pivot tables, descriptive and exploratory analysis, and chart development, translating sales patterns into actionable insights and practical recommendations for a stakeholder presentation.

- Cleaned and validated a multi year sales dataset in Excel, resolving missing values, duplicates, and inconsistent fields before analysis
- Built pivot tables and visualisations (line charts, stacked charts, box plots, scatterplots) to compare regional sales contributions and identify genre and platform trends over time
- Delivered an executive-style presentation with prioritised marketing recommendations based on regional performance shifts and historical demand patterns

Education

CareerFoundry Gmbh Tech Academy Nov 2024 - Dec 2025 (1 Year Intensive Bootcamp)

Professional Certificate in Data Analytics

Core areas: SQL Querying & Relational Databases, 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.

Other Skills & Professional Strengths

MS Excel, MS SQL Server, PostgreSQL, Power BI, Tableau, Python (Jupyter, Pandas, Matplotlib, NumPy, Seaborn).