Francis Hemingway

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PROFILE

- Successfully led data science initiatives in both industry and consultancy settings.
- Proven ability to translate complex data insights into actionable business strategies.
- Built strong client relationships, driving satisfaction and revenue growth.
- First in MBA class at Imperial with strong technical foundation (Python/Databricks/Azure).

PROFESSIONAL EXPERIENCE

AB Inbev

Data & Analytics Manager, PerfectDraft   UK, Sep '21–Present

Using data science to uncover consumer insights and improve digital product experience.

- Created churn prediction models powering highly effective CRM reactivation campaigns (2.5x ROI vs. control/$2.9m incremental revenue p.a.).
- Designed consumer segmentation that has seen widespread adoption across the organization. Empowered marketers with actionable insights by translating data science model outputs into an intuitive format, achieved alignment across markets through meetings with senior management and built Power BI reporting for monitoring trends.
- Spearheaded the development of a product recommendation engine proof of concept for an internal AI challenge. Secured cross-functional buy-in for the concept, implemented the model in PySpark and deployed it using MLflow to Azure Databricks. Collaborated with design, product, and technology teams to define a project roadmap.
- Developed demand forecasting model using spatial analysis to rank potential stockists within the convenience channel (~1000 locations) based on predicted local demand, reducing the manual effort of location assessment and accelerating channel growth by ensuring that the highest potential locations are selected.

Kantar

Principal/Director, Analytics Practice   USA, Jun '19–Sep '21

On-site analytics consultant based at the headquarters of a major beverage multinational.

- Engagement manager for a ~$600k revenue project using predictive analytics for a FMCG major. Owned project communication, presented Tableau dashboards to Chief Growth Officer and coordinated a 25-person geographically dispersed team. The project was showcased at industry webinar and recognized as a top 50 (out of 1000s) impactful Kantar project globally.
- Secured and delivered an IoT data science project through a competitive bidding process. Led the project team to uncover customer insights and prevent churn. Designed the

modelling approach with offshore delivery team, priced the project, and presented both the proposal and final findings to the client's marketing director.
- Led replatforming of legacy applications to AWS/Power BI, decreasing ongoing costs by 50% and data update time by 33%, at a multinational beverage manufacturer. Gathered Agile user stories, coordinated with developers and delivered training to >200 users. Starting with ~$50k pilot, drove multiple renewals to generate >$600k total sales.
- Promoted after 6 months, reporting to functional lead with client lead as matrix manager.

Nielsen

Associate Manager, Advanced Analytical Consulting   Chile, Oct '17–Sep '18
- Produced new sales materials, adapting global positioning to local market conditions.
- Organized sales event with 40 attendees from 15 firms, generating $50k sales.

Client Team Leader, Retailer Practice   UK, Aug '15–Sep '17
- Manager (3 direct reports) within onsite account team that achieved record client satisfaction levels at one of the largest retailers in the UK.

Associate Manager/Senior Analyst/Analyst, BASES   UK/Spain, Sep '10–Jul '15
- Wrote an experimental choice simulator in R to test a more predictive algorithm, which was subsequently included in production simulator (used in ~500 projects per year).

EDUCATION

Imperial College London

Master of Business Administration (MBA)   Apr '16–May '18
- First in class with additional prize in economics. Electives including Leading and Executing Strategic Change and Strategic Problem Solving.
- Finalist in entrepreneurship competition with idea developed in collaboration with service design students. Pitched to 200 people including professional investors.

University of Oxford

BA (Hons) in Physics   Oct '06–Jul '09

TECHNICAL SKILLS & CREDENTIALS
- Languages: Python (PySpark and MLlib on Databricks), SQL (Snowflake).
- AI: Generative AI Fundamentals (Databricks).
- Cloud: Azure, AWS (Data Analytics Specialty Certification).
- Business Intelligence: Power BI, Tableau, Microstrategy, Apache Superset.

INTERESTS
Tennis, PyData Cambridge meetup.