

MATTEO PAFFETTI

Business & Data Analyst | Omnichannel Analytics | Client Intelligence

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SUMMARY

Omnichannel analytics professional with 3+ years turning client, retail, CRM and digital data into measurable business impact across EMEA. I combine SQL data modelling, AI and statistical analysis with executive storytelling, and I am regularly trusted with new scopes spanning omnichannel measurement, CRM targeting and stakeholder enablement. Thrives in fast-paced, high-growth environments, driven by curiosity and a natural ability to connect with people at every level.

KEY ACHIEVEMENTS

Omnichannel Influence Measurement - Designed the region's first framework quantifying how digital interactions contribute to retail sales, challenging established attribution assumptions.

Precision CRM Targeting - Built a CRM targeting tool to reduce campaign audience while increasing marketing relevance slashing size by approximately 86% while lifting open rate +21pts and click rate +10pts via digital signals segmentation.

Reporting Automation at Scale - Automated Client Services reporting for a 200+ FTE operation at Louis Vuitton and reduced analysis time by 90% and forecasted a 50% reduction in non-conform orders as Power BI lead at adidas.

Project Leadership Through Influence - Owns cross-functional projects end to end, from scoping and methodology to rollout, training and governance approval, aligning Retail, CRM, Client Services and Central teams without hierarchical authority.

PROFESSIONAL EXPERIENCE



Louis Vuitton

Apr 2024 - Present | 2 yrs 4 mos | Paris & Brussels

♦ EMEA Omni Data Analyst **Paris, France** · Oct 2025 - Present

- Developed CRM sales influence measurement linking marketing engagement to subsequent store purchases, giving EMEA its first quantified view of CRM contribution to retail turnover.
- Applied statistical significance testing to evaluate clients & clienteling initiatives, establishing measurement standards adopted regionally.
- Built and maintained layered data models in SQL on Google BigQuery and orchestrated pipelines in Dataiku, feeding Power BI semantic models used for regional reporting.
- Facilitated cross-functional workshops and innovation sessions, aligning business, technical and Central stakeholders on methodology, priorities and adoption plans.
- Forecasting and business performance reporting across EMEA markets, providing the recurring analytical view leadership used for resourcing and budget decisions.
- Integrated AI-assisted workflows and agentic coding into daily analytical delivery, automating recurring tasks to accelerate build and analysis cycles.

♦ Workforce Management Business Analyst **Brussels, Belgium** · Apr 2024 - Sep 2025

- Supported budgeting, team sizing and forecasting cycles, providing the analytical basis for capacity and resourcing decisions across markets for Louis Vuitton EMEA Client Services.
- Led international performance reporting and KPI settings for the Client Services Performance team, covering an operation of 200+ FTEs in +23 countries and 14 languages across EMEA markets.
- Automated and standardised all Client Services reporting in Power BI, eliminating hours of recurring manual work and accelerating the weekly and monthly reporting cycle at advisors and top management level.



adidas

Mar 2023 - Mar 2024 | 1 yr | Paris & Milan

♦ Senior Specialist, Customer Fulfillment **Paris, France** · Sep 2023 - Mar 2024

- Power BI lead for Customer Fulfillment Europe, building automated dashboards that reduced analysis time by 90% and forecasted a 50% reduction in non-conform orders; managed end-to-end wholesale supply chain and led inbound logistics and French DOM-TOM projects.

♦ Customer Fulfillment Intern **Milan, Italy** · Mar 2023 - Sep 2023

- Supported order book management and customer fulfillment operations for wholesale accounts.

SKILLS

Omnichannel & Client Intelligence: Omnichannel Analytics, Client Intelligence, Clienteling, CRM Activation, Retail Analytics, Digital Signals, Attribution, KPI Frameworks, Statistical Testing

Data & BI: SQL, Google BigQuery, Google Cloud Platform, Dataiku, Power BI, DAX, Data Modelling, Semantic Models, Reporting Automation

Leadership & Change: Stakeholder Management, Workshop Facilitation, Cross-functional Leadership, User Adoption, Change Management, Business Storytelling

AI & Automation: Microsoft Copilot, Claude, Claude Code, Generative AI, Prompt Engineering, Agentic Workflows, Workflow Automation

EDUCATION

MSc Production & Technological Innovation Engineering (110L/110) - Politecnico di Torino, Turin, Italy | 2018 - 2023

BA (Hons) Business, First Class Honours - Technological University of the Shannon, Ireland | 2021 - 2022

CERTIFICATIONS & LANGUAGES

Certifications: Anthropic Claude certifications | Dataiku Advanced Designer | PL-300 Microsoft Power BI Data Analyst | Manager par Influence (Meltis, DISC) **Languages:** Italian (Native) | English (C1, Professional) | French (B2, used daily at work) | Spanish (A1)