

Nils Indreiten

Senior Data Scientist | Forecasting & ML Ops

Full-stack data scientist with 4+ years building production ML systems across forecasting, uplift modelling, and GenAI. Track record of shipping models that drive commercial outcomes, from < 10% MAPE forecasting across 10,000+ SKU-location combinations to causal uplift models serving £200M+ annual revenue streams. Strong foundations in statistical inference, experimentation, and MLOps on Databricks and Snowflake.

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📞 +44 (0) 7494620161

📄 jokasan.github.io/portfolio_js/

🐙 github.com/Jokasan

SKILLS

SQL	■ ■ ■ ■ ■	Databricks	■ ■ ■ ■ ■
Machine Learning	■ ■ ■ ■ ■	Git	■ ■ ■ ■ ■
Spark	■ ■ ■ ■ ■	Python	■ ■ ■ ■ ■
Agentic Orchestration	■ ■ ■ ■ ■	ML Ops	■ ■ ■ ■ ■

WORK EXPERIENCE

Data Scientist

Danone

10/2025 - Present

London, United Kingdom

Bringing health through food to as many people as possible.

Achievements/Tasks

- Architected ML optimisation framework for the in-house forecasting system covering 10,000+ SKU-location combinations, with automated hyperparameter tuning and model selection achieving < 10% MAPE. Established MLOps best practices including MLflow experiment tracking and model versioning on Databricks.
- Deployed promotion uplift prediction models using causal inference techniques, serving batch recommendations for £200M+ annual revenue streams and integrated into commercial planning workflows.
- Built and deployed "Talk to Finance," a conversational agent on Databricks Genie with hybrid retrieval (vector DB for policy docs alongside structured SQL tool-calling), used by Finance leadership for natural-language financial analysis and cutting ad-hoc analysis turnaround from hours to minutes.
- Technical lead on the forecasting platform, mentoring colleagues on deployment patterns and establishing model lifecycle standards across the team.

Data Analyst

Danone

06/2023 - 10/2025

London, United Kingdom

Bringing health through food to as many people as possible.

Achievements/Tasks

- Built scalable time series forecasting system using Nixtla on Databricks, achieving 10% MAPE across diverse product categories and processing 100K+ daily data points.
- Engineered production data pipelines and rebuilt financial reporting infrastructure tracking £200M monthly sales, cutting report generation time by 40% via optimised SQL and automated Databricks workflows.
- Developed Power BI dashboards for executive stakeholders, enabling data-driven decisions across commercial and finance teams.

WORK EXPERIENCE

Data Analyst

Sainsbury's

06/2022 - 06/2023

London, United Kingdom

Driven by our passion for food, together we serve and help every customer.

Achievements/Tasks

- Developed predictive models for customer segmentation and campaign targeting using Python and SQL, supporting marketing initiatives with budgets ranging from £20K to £2M and driving measurable ROI improvements.
- Built automated reporting pipelines that increased team analytical capabilities by 20%, enabling faster insights delivery to commercial stakeholders.
- Executed 2-3 comprehensive analysis plans per financial period, combining statistical modeling with business intelligence to identify customer loyalty drivers and commercial opportunities.

CRM Analyst

The Gym Group

10/2021 - 06/2022

London, United Kingdom

The UK's best value 24/7 gym with over 200 locations nationwide.

Achievements/Tasks

- Optimised Salesforce Marketing Cloud data architecture, enhancing analytical capabilities by 10% and enabling more sophisticated customer segmentation.
- Designed CRM performance dashboards tracking engagement KPIs (open rate, CTR, conversion) for 200+ gym locations, supporting data-driven marketing decisions.
- Conducted exploratory data analysis identifying upsell opportunities targeting 10K+ customers using statistical methods and behavioural pattern recognition.

EDUCATION

MSc Consumer Analytics and Marketing Strategy

University of Leeds

01/2021 - 01/2022

1st Class (Distinction)

BA Management with Marketing

University of Leeds

09/2017 - 07/2020

1st Class (Hons)

LANGUAGES

English	Arabic	Norwegian	Spanish
Full Professional Proficiency	Limited Working Proficiency	Full Professional Proficiency	Full Professional Proficiency

CERTIFICATES

Machine Learning at Scale - Databricks Academy [↗](#)

Generative AI Application Development - Databricks Academy [↗](#)