SOTIRIOS GOULAS

Forecasting & Pricing Analyst

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PROFESSIONAL SUMMARY

Forecasting analyst with an applied mathematics background, building rolling forecasts (F3+9, ~82% forecast accuracy), time series models and customer segmentation that drive pricing and inventory decisions. Owns pricing data integrity and ERP master data (Microsoft Dynamics 365) across a 267,000-SKU multi-brand after-sales parts catalogue (~40,000 active SKUs) serving 15 dealers and key accounts. Restructured markups to lift blended GPM by 9.2 points, and delivers VP-level reporting with trend analysis of turnover, gross profit and GPM% for a business averaging ~€300K monthly turnover (≈€3.6M annualised). Combines hands-on supply chain experience with SQL, Python and BI tooling, and is studying go-to-market (GTM) engineering.

+9.2 pts	~82%	267K	€3.6M
Blended GPM uplift	Forecast accuracy (F3+9)	SKU catalogue	Annual turnover reported

WORK EXPERIENCE

Spare Parts & Pricing Analyst — Saracakis Group of Companies, Athens — Nov 2025 – Present

- Restructured markup tiers across the after-sales parts catalogue, modelling GPM scenarios from sales and market data before rollout, delivering a **9.2-point improvement in blended GPM%**.
- Build and maintain F3+9 rolling forecasts and reforecasts for commercial planning at **~82% forecast accuracy**, translating senior-management requirements into forecasting models and planning tools.
- Built a car market forecasting workbook applying time series analysis (Holt exponential smoothing, weighted moving average, seasonal indices, SPLY with per-model growth), with out-of-sample validation of forecast error by method and market analysis of segment demand.
- Built a price/volume/mix bridge in DuckDB and Python, decomposing period-over-period revenue and gross-profit variance into price, volume and mix effects across the vehicle product portfolio.
- Deliver VP-level management reports for Volvo CE and Komatsu from OLAP cube sales data, with trend analysis of YTD turnover, gross profit and GPM% vs budget and prior year across **~€300K average monthly turnover (≈€3.6M annualised)**.
- Built a GPM & Sales Performance Tracker (Power Query / Excel) tracking gross margin and sales against budget across brands.
- Segment 85 dealer and key accounts into five tiers (KEY / CORE / LONG-TAIL / SPORADIC / INACTIVE) from 12-month sales baselines, guiding commercial priorities and inventory decisions.
- Own pricing data integrity for a **267,000-SKU multi-brand catalogue** (~40,000 active SKUs): validation, transformation and integrity checks on pricing files before ERP upload, keeping domestic and export price flows consistent.
- Automated catalogue processing and XML data generation in Python, saving **~80 minutes per processing cycle** and replacing ad-hoc workflows with repeatable processes.
- Resolve master data, pricing and catalogue issues in Microsoft Dynamics 365, and support B2B sales (quotations, orders, client communication) across 15 dealers and key accounts.

Client Experience Associate — InTouchCX, Athens — Jul 2025 – Nov 2025

- Supported a leading FinTech client in the Canadian market, handling ~35 customer interactions per day at **92% CSAT** against an 85% target.
- Logged structured interaction data in CRM and analysed customer-insight trends to identify 12 recurring contact drivers, contributing to a **22.5% reduction in repeat contacts**.

Customer Service Representative — TP Greece, Athens — Sep 2023 – May 2025

- Managed ~32 interactions per day for the UK and Greek markets, achieving **97% first-contact resolution** and **96% CSAT** against 90% targets.
- Recorded structured case data in Salesforce and Zendesk; collaborated on cross-functional process improvement initiatives.

Administrative Secretary — Athens Army Material Control Unit — Oct 2022 – May 2023

- Maintained inventory and asset records for army units across Southern Greece, supporting materials control and logistics operations.
- Coordinated ~20 inspections and supplier deliveries per month.

INDEPENDENT PROJECTS

- **Apple TV+ Data Exploration** — Python analysis of viewership data, with insights presented in an interactive dashboard (github.com/Murph-bot).
- **Health Analytics SQL Case Study** — SQL training exercise (Serious SQL by Danny Ma; anonymised data): fixed 16 bugs in a broken script and answered nine board questions on 43,891 health-app log rows from 554 users in DuckDB, checking every answer with a second query; found 5 users (0.9%) produce 62.4% of all logs (mean 79 vs median 2 measurements per user) (sotiriosgoulas.com/case-studies/health-analytics).

EDUCATION

Diploma in Applied Mathematics & Physical Sciences Expected 2028

Integrated M.Eng. equivalent — National Technical University of Athens (NTUA)

Studying part-time alongside full-time employment.

SKILLS

- **Forecasting & Analytics** — Demand forecasting (F3+9 rolling logic), time series analysis (Holt smoothing, weighted moving average, seasonal indices), trend analysis, scenario planning, forecast-error validation, price/volume/mix analysis
- **Data & Tools** — SQL (DuckDB, window functions, CTEs); Python (pandas, openpyxl); Excel 365 (advanced), Power Query; Power BI, Tableau, IBM Cognos Analytics, Looker Studio; OLAP cube data
- **Supply Chain & Business Analysis** — Requirements gathering, stakeholder communication, inventory analysis, customer segmentation, pricing data management, KPI reporting, S&OP support
- **Commercial & GTM** — Pricing strategy, market analysis, marketing analytics, B2B sales support, quotation & order handling; go-to-market (GTM) engineering (studying)
- **ERP & CRM** — Microsoft Dynamics 365, Salesforce, Zendesk
- **Other** — HTML, CSS & web scraping (basic); Java (basic)
- **Languages** — Greek (native), English (C2 — ECPE)

CERTIFICATIONS

- **Pricing Strategy** — University of Virginia Darden / BCG
- **Demand Analytics** — Rutgers University
- **Generative AI Data Analyst** — Vanderbilt University, Sep 2025
- **English Language Proficiency** — ECPE, University of Michigan (C2)

LEADERSHIP & OTHER

Bridge Tournament Director & Club Manager — Greek Bridge Union Jun 2019 – Present

- Direct ~70 tournaments per year with ~20 players per session (more at weekend events); manage club budget and a membership of 85.
- Certified Bridge Tournament Director (Greek Bridge Federation); Silver Medal, Europe U25 Bridge Tournament.
- Designed and built the public website for the Competitive Bridge Club of Ilioupoli (HTML/CSS/JS; live at oami-bridge.netlify.app).