

Sotirios Goulas

Forecasting & Pricing Analyst

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Profile

Analyst with an applied mathematics background, working across pricing, forecasting and after-sales operations. Work connects commercial requirements with pricing data integrity, ERP master data and management reporting. Python, Excel and SQL make analysis repeatable for business decisions. Public CV omits confidential commercial metrics.

Experience

Spare Parts & Pricing Analyst

Saracakis | Athens | Nov 2025 - Present

- Own pricing data integrity and ERP master data for a multi-brand after-sales parts catalogue in Microsoft Dynamics 365.
- Prepare management reporting on turnover and gross profit margin against budget and prior-year performance.
- Translate commercial requirements into rolling forecasts, customer segmentation and reporting tools used in planning.
- Automate catalogue processing and XML generation with Python so catalogue loads are a repeatable path, not a manual ritual.

Client Experience Associate

Customer-experience services provider | Athens | Jul 2025 - Nov 2025

- Supported a financial-services client in the Canadian market, with CRM documentation and customer-insight analysis for process improvement.

Customer Service Representative

Customer-operations provider | Athens | Sep 2023 - May 2025

- Handled customer operations for the UK and Greek markets using Salesforce and Zendesk, with a focus on resolution and customer satisfaction.

Administrative Secretary

Military logistics unit | Athens | Oct 2022 - May 2023

- Supported materials control and logistics through inventory records, inspections and supplier deliveries.

Selected work

Catalogue Automation Pipeline

Python workflow that ingests multi-brand parts catalogues and emits XML for ERP loading. Outcome: a repeatable Python-to-XML path for catalogue loads.

Customer Segmentation Model

Sales-history cohorts that give commercial and inventory planning a shared view of who buys, how often, and how recently.

GPM & Sales Performance Tracker

Power Query and Excel reporting that compares gross profit margin and sales with budget and prior-year performance for management review.

Price / Volume / Mix Bridge

Revenue and gross-profit analysis in DuckDB and Python, separating variance into price, volume and mix effects.

Car Market Forecasting Workbook

A rolling-forecast workbook comparing forecasting methods against out-of-sample observations. Method choice is judged on holdout error.

Experiments

Fair Share

Expense splitting with integer-cent arithmetic. Public at fair-share-trips.pages.dev.
github.com/Murph-bot/fair-share

PYTHIA - The Oracle of Delphi

Public oracle on Cloudflare Pages. Live at pythia-oracle.pages.dev.
github.com/Murph-bot/pythia-oracle

Apple TV+ Data Exploration

Personal Python exploration of catalogue and engagement patterns. Learning project, not a client engagement.

Education & credentials

Diploma in Applied Mathematics & Physical Sciences - NTUA, expected 2028.

Part-time alongside full-time employment.

Pricing Strategy - University of Virginia Darden / BCG.

Demand Analytics - Rutgers University.

Generative AI Data Analyst - Vanderbilt University, Sep 2025.

IBM Data Analyst Professional Certificate SQL module - in progress.

8 Week SQL Challenge - Data with Danny, in progress.

English Language Proficiency ECPE C2 - University of Michigan.