

SOTIRIOS GOULAS

FORECASTING & PRICING ANALYST

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PROFESSIONAL SUMMARY

Analyst with an applied mathematics background, translating commercial requirements into rolling forecasts, pricing models and customer segmentation models. Owns pricing data integrity and ERP master data (Microsoft Dynamics 365) across a 160,000-SKU multi-brand after-sales parts catalogue serving 15 dealers and key accounts, and delivers VP-level management reporting on turnover, gross profit and GPM % for a business averaging ~€300K monthly turnover. Combines hands-on supply chain experience with SQL, Python and BI tooling, alongside a strong interest in marketing and go-to-market (GTM) engineering, which I am actively studying.

WORK EXPERIENCE

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

- Gather business requirements from senior management and translate them into analytical models, rolling forecasts (F3+9 logic) and reporting tools used in commercial planning.
- Deliver VP-level management reports for Volvo CE and Komatsu, translating OLAP cube sales data into structured dashboards covering YTD turnover, gross profit and GPM% versus budget and prior year across ~€300K average monthly turnover (≈€3.6M annualised).
- Own pricing data management across a 160,000-SKU multi-brand after-sales parts catalogue: validation, transformation and integrity checks on large pricing files prior to ERP upload, ensuring consistency across domestic and export flows.
- Build and maintain customer segmentation models from 12-month sales baselines (KEY / CORE / LONG-TAIL / SPORADIC / INACTIVE), supporting commercial and inventory decisions.
- Manage and troubleshoot ERP operations in Microsoft Dynamics 365, resolving master data, pricing and catalogue issues across the after-sales parts business.
- Automate catalogue processing and XML data generation with Python, cutting ~80 minutes of manual work per processing cycle and replacing ad-hoc workflows with scalable, repeatable processes.
- Handle sales administration and B2B sales support — quotations, order handling and client communication across 15 dealers and key accounts.

Client Experience Associate Jul 2025 – Nov 2025
InTouchCX, Athens

- Supported a leading FinTech client in the Canadian market; documented interactions in CRM systems and analysed customer insight data to drive process improvements.

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

- Managed high-volume customer interactions for the UK and Greek markets, consistently exceeding KPIs for resolution and satisfaction.
- Recorded structured case data in Salesforce and Zendesk; collaborated on cross-functional process improvement initiatives.

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

- Maintained inventory and asset records for a large Army division; coordinated inspections and supplier deliveries, supporting materials control and logistics operations.

EDUCATION

Diploma in Applied Mathematics & Physical Sciences (integrated M.Eng. equivalent) Expected 2028
National Technical University of Athens (NTUA) — studying part-time alongside full-time employment.

SKILLS

Data & Analytics SQL (DuckDB, window functions, CTEs); Python (pandas, openpyxl); Excel 365 (advanced), Power Query; Power BI, Tableau, IBM Cognos Analytics, Google Looker

	Studio; OLAP cube data
Supply Chain & Business Analysis	Requirements gathering, stakeholder communication, demand forecasting (F3+9 rolling logic), inventory analysis, customer segmentation, pricing data management, price/volume/mix analysis, KPI reporting, S&OP support
Marketing & GTM	Go-to-market (GTM) engineering (studying), marketing analytics, pricing strategy
ERP & CRM	Microsoft Dynamics 365, Salesforce, Zendesk
Sales & Commercial Operations	Sales administration, B2B sales support, quotation & order handling, client communication, pricing analysis
Other	HTML, CSS & web scraping (basic); Java (basic)
Languages	Greek (native), English (full professional proficiency — ECPE, C2)

PROJECTS

- **Price / Volume / Mix Bridge** — Built a revenue and gross-profit bridge in DuckDB and Python, decomposing period-over-period variance into price, volume and mix effects across a vehicle distributor product portfolio.
- **Car Market Forecasting Workbook** — F3+9 rolling forecast model comparing five methods (Holt smoothing, weighted moving average, seasonal indices, SPLY with per-model growth) with a live out-of-sample validation block quantifying forecast error by method.
- **GPM & Sales Performance Tracker** — Power Query / Excel tool tracking gross profit margin and sales performance against budget across brands.
- **Apple TV+ Data Exploration** — Python analysis of viewership data, with insights presented in an interactive dashboard (github.com/Murph-bot).

CERTIFICATIONS

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

LEADERSHIP & OTHER

Bridge Tournament Director & Club Manager

Jun 2019 – Present

Greek Bridge Union

- Organise national and regional tournaments; manage club budget and membership. Silver Medal — Europe U25 Bridge Tournament. Certified Bridge Tournament Director (Greek Bridge Federation).
- **Bridge Club OAMH Website** — Designed and built the public website for the Competitive Bridge Club of Ilioupoli (HTML/CSS/JS; live at oami-bridge.netlify.app).