



Manos Psarakis

Data Analyst

✉ manospsarakis1010@gmail.com ☎ +30 697 7265 004 🌐 manospsarakis.github.io in [manospsarakis](https://manospsarakis.github.io)

Heerlen, Netherlands, 6417AB

Business-driven professional with a track record of converting intricate financial and operational data into tangible insights, backed by expertise in RPA technologies and finance. Proficient in SQL and Python for operational efficiency and data-driven decisions. Skilled in crafting dynamic dashboards with Power BI and Tableau, aiding stakeholders in informed decision-making. Articulate communicator adept at building robust relationships across executive tiers and ensuring client satisfaction. Adept at facilitating projects within agreed timelines through effective utilization of Agile methodologies.

Areas of Expertise

- Data Management & Transformation
- KPI Reporting & Analysis
- Data Visualization & Dashboard development
- Requirements Analysis
- Project Management
- Business Process Improvement

Technical Skills

- **Database Management:** MySQL, Oracle, Teradata, Snowflake
- **Data Visualization:** Tableau, IBM Cognos, Power BI
- **Programming Languages & Data Analysis:** Python, SQL VBA, DAX, M, SPSS
- **Office Productivity:** MS Office (Excel, PowerPoint, Access)
- **RPA & Web Technologies:** MS Power Platform (Power Automate, Power Apps), SharePoint
- **ERP Systems:** SAP, SoftOne
- **Customer Relationship Management (CRM) & Analytics:** Salesforce, Amplitude, Pardot
- **Project Management & Collaboration Tools:** Jira, Asana

Experience

Voice of Customer & eCRM Data Analyst, AWIN Global, Netherlands - Remote Feb 2024 – Present

Developed and implemented eCRM and VOC reporting suites using Salesforce, Amplitude, Tableau, and Power BI to track performance, define KPIs and deliver actionable insights to the PXS and Marketing teams. Identified and resolved Pardot reporting issues, enhancing data accuracy and granularity for consistent stakeholder reporting. Collaborated with cross-functional teams, under scrum methodology, to analyze customer feedback, optimize eCRM strategies, and drive continuous improvement.

- Led the analysis of customer engagement across multiple program drips, delivering actionable insights into campaign performance. Reported on OR and CTR on a MoM basis, identifying trends and correlations & established engagement baselines by benchmarking performance against industry standards. Flagged top and worst-performing emails, and highlighted content improvements to enhance engagement.
- Directed the integration of Net promoting score (NPS) values with financial data into a Tableau report, introducing the Revenue-Weighted NPS metric. Included churn rates & customer lifetime value calculations, enhancing insights into customer behavior and improving KPI monitoring.
- Revamped the campaign reporting suite by introducing naming conventions to establish reporting hierarchies, enabling success metrics analysis for marketing campaigns at the country, program type, and other levels.
- Built and provided a database of 66k+ sales-active publishers in Excel, focusing on leads that had not yet subscribed. Regularly maintained the list and re-ran criteria to track opt-in rates following specific actions taken by colleagues.

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Lead Data Analyst, DHL Express (GHO), Maastricht, Netherlands - Hybrid

Oct 2022 – Feb 2024

Utilized advanced SQL and Python to drive operational efficiency and support data-driven decision-making for the EFFS Global Duty Billing team. Led data cleansing and preparation to ensure accuracy and consistency in complex datasets. Developed dynamic dashboards and visualizations in Power BI and Tableau, empowering stakeholders with actionable insights. Collaborated with cross-functional teams, utilizing Agile methodologies, to translate business objectives into data solutions, optimizing processes and driving project success.

- Developed advanced Duty billing collection (ADC) reports for top-performing countries, uncovering key success factors, presenting findings to country boards, and driving strategy improvements.
- Utilized historical data to forecast benefits and assess the current shipment write-off process, enhancing the findings by identifying system defects and providing management with critical insights into shipment return causes.
- Collaborated on the 'Profect' application, predicting shipment duty & taxes values and ensuring compliance with customs authorities, ultimately realizing millions of euros in savings by avoiding fines and penalties.
- Pioneered a data reconciliation system to validate data flow across applications within the GDB suite, enhancing data integrity and minimizing operational risks.
- Captured and reported defects during the UAT phase of the GDB suite, facilitating issue resolution and boosting user adoption rates through the "Phantom Data tool".

Data Analyst, DHL Express (EUHQ), Brussels, Belgium - Hybrid

Oct 2021 – Sept 2022

Successfully led the complete solution architecture and implementation for the European Investment Office team, transforming the investment case review process into a streamlined digital workflow. Instituted a digital submission and review mechanism for investment proposals. Supported decision-making processes by providing data-driven insights and actionable reports to stakeholders across various project evaluations.

- Slashed manual effort and enhance operational efficiency by automating business case approval process via SharePoint, Web Apps, and RPA technologies.
- Enhanced data retrieval speeds and significantly reduced storage costs through strategic utilization of SharePoint, ensuring swift data access and cost-effective storage solutions.
- Created intuitive KPI dashboards in Power BI to support the post-tender project evaluations to track and analyze key performance indicators.

Financial Analyst, FAIS Group, Athens, Greece - On site

Apr 2021 – Sept 2021

Crafted detailed financial reports and projections to evaluate profit and loss statements. Supervised cash flow dynamics by focusing on liquidity planning and control measures. Facilitated seamless financial transactions by liaising closely with banking institutions and coordinating payments. Contributed to annual budgeting and business planning initiatives by supporting strategic decisions.

- Bolstered company's financial stability and reduced liquidity risks by supervising cash flow dynamics and focusing on control measures.
- Improved operational efficiency by managing full spectrum of daily financial activities, such as accounts payable, accounts receivable, invoicing, and order processing.

Education & Credentials

Master's Course in Data Science, Open University of Netherlands, Netherlands, 2023

Scientific Programming, Databases, Data Formats & Transfer, Understanding and data Preparation, Data modelling using Machine Learning, Text Analytics, Data Visualization in Python, Time series analysis, Deep Learning. Big Data Analytics.

Data Analysis & Financial Reporting Bootcamp, WorkEarly Academy, Greece, 2022

Datawarehouse/ETL Process, SQL Programming, Tableau, PowerBI, Python Fundamentals, Business Analysis, Financial Reporting & Analysis.

Bachelor of Science (BSc) in Economics, University of Crete, Rethymno-Crete, Greece, 2019

Mathematics, Statistics, Econometrics, Accounting, Business Administration, Micro-Macroeconomic Theory, Game Theory, etc.

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Honors & Awards

Regeneration Finalist: Soft Skills Learning Path - Storytelling, Growth Mindset, Feedback, Project Management, Creativity, Presentation Skills, Adaptability, Teamwork, Communication, Self-Awareness, Organization, Pitching your idea, Design Thinking.

AIESEC Global Talent: Leadership Development Experience.

Languages

English: Proficient | **Greek:** Native | **German:** Basic