

# Gerasimina Stefanatou

Junior Data Scientist

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## WORK EXPERIENCE

### Data Science Analyst, Accenture Greece

Feb 2024, Present

- Pricing Strategy Optimization: Supported a major energy client in developing an optimal pricing strategy by estimating base price elasticities across shop categories in two markets. Used AWS, Azure DevOps, RDBMS, PySpark, and R.
- Fuel Price Elasticity Modeling: Led price elasticity analysis at the site level for a new fuel retailer, identifying key competitors and implementing machine learning models to optimize gross margin and volume using PySpark, Python, and R within Azure Databricks, resulting to +6% margin.
- Customer Segmentation & Value Prediction: Conducted supervised ML analysis to segment fuel retail customers and maximize customer value. Developed ETL processes and deployed pipelines in docker using Azure DevOps, AWS, PySpark, and R.

### Machine Learning Engineer & Python Developer, Linked Business. March 2022, Feb 2024

- Implement, maintain and deploy Machine Learning pipelines into cloud environment (Amazon) using Python, Tensorflow, Keras, Pyspark etc.
- Develop CICD pipelines and deploy with Docker.
- Design, develop, maintain REST APIs using technologies like FastAPI, Django and asynchronous messaging queues with RabbitMQ etc.
- Use NLP for text mining, keyword extraction and classification techniques, specifically applied to financial text data.
- Use Data preprocessing, Feature Transformation, Selection, Dimensionality reduction and other Feature engineering techniques to prepare data.
- Use Exploratory Data Analysis methods to prepare and analyze data.
- Document project and its architectures thoroughly and prepare final reports.
- translate business objectives and user needs into actionable technical tasks and project requirements in production level, and effectively communicate technical concepts to tech, non-tech, business and management stakeholders to achieve alignment in common objectives.

### Data Analyst, Greek NGO company 'Butterfly'

2021, 2022

- Collect Demographics Data during company's events.
- Preprocess data, handle missing values e.t.c.
- Use Exploratory Data Analysis methods and Statistical analysis to analyze clinic health data and find patterns.
- Use Python and Microsoft excel to visualize data.
- Document Data Preparation process and articles on e-health matters.

## EDUCATION

University of Piraeus

September 2017, August 2023

Batchelors Degree in Computer Science with major in Data Manipulation

8.0/10

## CERTIFICATIONS

**Business Analyst**

**October 2021 - Feb 2022**

*Kapodistrian University of Athens*

**Deep Learning Specialization**

**August 2023 - November 2023**

*IBM*

## RECENT PROJECTS

- Bachelor's Thesis: Timeseries Classification and Forecasting on Climate Change data using LSTMs, SOM, KNN etc and visualization in streamlit.
- MNIST Image Classification implementing different CNNs .
- XRAY covid Image Classification using VGG 19 (with EDA).
- Bank customer Churn Prediction using XGBoost, Random Forest etc (with EDA).
- Statistical Analysis, Hypothesis Analysis Feature Correlation Analysis for patients with psychological disruptors on the e-education, for Kapodistrian University Master thesis as a research partner.