

Gerasimina Stefanatou

Data Scientist and Analyst specializing in customer analytics. Proven track record in Marketing Mix Modeling, price elasticity analysis, and customer segmentation delivering measurable business impact. Expert in end-to-end ML pipeline development using Python, PySpark, TensorFlow on AWS/Azure, with strong experience in NLP solutions and production-ready system deployment. Adept at translating complex business problems into data-driven solutions and delivering production-ready systems that drive performance and impact.

Work Experience

Data Science Analyst, Accenture Greece Feb 2024 – Present

- Developed pricing strategies for a major energy client using price elasticity modeling across shop categories in two markets.
- Led fuel price elasticity analysis for a new retailer, improving gross margin by 6% through ML-based competitor analysis in Azure Databricks.
- Created customer segmentation and value prediction models to optimize marketing strategies using supervised ML and PySpark.
- Designed and deployed ETL workflows with Docker, Azure DevOps, and AWS.
- Developed algorithms for Revenue Growth Management project focusing on Marketing Mix modeling including elasticity modeling, ROI Calculation, promo effectiveness and cross-effects analysis.

Machine Learning Engineer & Python Developer, Linked Business Mar 2022 – Feb 2024

- Conducted EDA and feature engineering on multivariate financial and customer data.
- Built and maintained ML pipelines using Python, TensorFlow, Keras, and PySpark on AWS.
- Developed REST APIs using FastAPI and Django; implemented asynchronous messaging with RabbitMQ.
- Enhanced an NLP-driven search engine using BERT and TF-IDF, improving result relevance.
- Created NLP solutions for extracting financial data from business statements.
- Maintained ETL pipelines using Airflow and collaborated with stakeholders to align technical and business goals.

Data Analyst, Greek NGO 'Butterfly' 2021 – 2022

- Processed and analyzed demographic and clinical data from health-focused events.
- Performed statistical analysis to identify public health trends.
- Authored technical documentation and shared insights through reports and articles.

Educational Background

Bachelor of Science in Computer Science

University of Piraeus, Sep 2017 – Aug 2023

- Major in Data Manipulation
- GPA: 8.0/10

Master of Science in Artificial Intelligence and Data Science

University of Economics and Business, Student started Sept 2025

Contact

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[Github](#)

Skills

Technical Skills

- Data Science & ML: EDA, Feature Engineering, Regression, Classification, Forecasting, NLP
- Cloud Platforms: AWS, Azure, Azure Databricks
- Languages/Tools: Python, R, PySpark, SQL, Docker, Git, Airflow
- ML Libraries: TensorFlow, Keras, scikit-learn, XGBoost
- NLP: BERT, TF-IDF, Keyword Extraction, Text Classification
- Web/DevOps: FastAPI, Django, RabbitMQ, CI/CD, Azure DevOps

Languages

- English (Fluent)
- Greek (Fluent)

Certification/Short Courses

- Azure AI Fundamentals (In Progress)
- Marketing Analytics for Business (in Progress)
- Deep Learning Specialization – IBM (Aug 2023 – Nov 2023)
- Business Analyst Certificate – University of Athens (Oct 2021 – Feb 2022)

Additional Information

- Bachelor's Thesis: Time Series Classification & Forecasting on Climate Data using LSTMs, SOM, and KNN with Streamlit visualizations.
- NLP Research: Extracting psychological impact indicators for e-education thesis, including statistical and hypothesis testing.