Andreas Ppalis

Market Data Analyst 📍 **Cyprus**

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Adaptable, organized, quick learner and teamwork-oriented Data Analyst with great experience in data management, data processing, reporting and presentations. Adept at collaborating with cross-functional teams and advising on data-driven decision-making. Highly educated, possessing a Bachelor's degree, two Master's degrees and professional certifications. Bilingual in Greek (native) and English (fluent), with an intermediate understanding of Italian.

WORK EXPERIENCE

Market Data Analyst

RetailZoom | Nicosia, Cyprus | Aug 2021 – Present

- Utilizing advanced statistical models to estimate market sizes in the retail sector and deliver client stage reports.
- Optimizing data workflows by automating repetitive tasks with Python and SQL scripts, achieving a reduction in processing time and enhancing the accuracy and timeliness of project reporting.
- Providing data-driven consulting to clients on maximizing the value of insights derived from complex retail datasets, contributing to increased client satisfaction and business growth.
- Developed Python-based automation scripts for data quality assurance, proactively identifying data anomalies and alerting users to necessary corrective actions, leading to an improvement in data accuracy.
- Collaborating on the development of client-facing BI dashboards by helping define data needs, designing visualizations, and writing and optimizing SQL queries in DBeaver for data retrieval and filtering, in close coordination with BI specialists.
- Working together with developers and data scientists on a major project to build an advanced data processing and validation system, contributing to the design of business-driven checks and requirements to support improved algorithms and data distributions.
- Delivering custom reports and insights using Excel and Python, based on specific client requests, by working closely with Client Service Managers to understand business needs and provide tailored data solutions.

Trader/Analyst

Cleverpath Holdings Ltd | Nicosia, Cyprus | Sep 2020 – Jul 2021

- Monitored in-play events and analyzed customers' behavior and activity.
- Analyzed financial data for retail shops, calculating net profit to identify shop profitability, while visualizing KPIs using Python (Matplotlib and Seaborn) and Excel.
- Provided ad-hoc data analysis upon management requests, exporting data from internal systems to create tables and charts that highlighted trends and supported decision-making.

EDUCATION

MSc in Business Intelligence with Data Analysis

Cyprus International Institute of Management (CIIM) | Nicosia, Cyprus | Feb 2021 – Dec 2022

- Graduated with Grade 84/100
- Leveraged Python for data cleaning, analysis, and machine learning model development, utilizing libraries such as Pandas, NumPy, and scikit-learn; SQL for querying large datasets from relational databases, filtering data and creating tables; and PowerBI for interactive data visualization and reporting, creating dashboards to communicate insights and trends to non-technical stakeholders.
- Thesis: *Predicting Football Results Using Machine Learning* – Built a predictive model for match outcomes using scikit-learn and historical data.

MA in Management and Economics of Energy and the Environment

ENI Corporate University | Milan, Italy | Jul 2019 – Jul 2020

- Graduated with Grade 87/100
- Specialized in Global Energy and Technical Assets (Energy Economics, Strategic Management, Environmental Assessment, Corporate Finance, System Dynamics in Energy Sector, Field Development Strategy, Applied Econometrics).

Projects:

- Worked with the Research & Technology Innovation department on improving efficiency in well operations through digital transformation.
- Built a model to understand the electricity demand and how CO_2 implications of decarbonization strategies can affect the environment (different scenarios with parameters).

BSc in Mathematics

Heriot Watt University | Edinburgh, Scotland | Sep 2015 – May 2019

- Graduated with the Honours of First Class
- Project Dissertation: *Graphs, Matrices and Dynamical Systems* (written in LaTeX)

TECHNICAL (IT) SKILLS

- **Data Analysis**: Python (Pandas, NumPy, scikit-learn), Excel, PowerBI, SQL
- **Programming**: Python
- **Machine Learning**: Regression Analysis, Clustering (K-means), Time Series Forecasting
- **Data Visualization**: PowerBI, Python (Matplotlib, Seaborn), PowerPoint
- **Database Management**: DBeaver
- **Others**: Statistical Modeling, Data Mining, Predictive Analytics, Data Automation

CERTIFICATIONS

- The Complete SQL Bootcamp | Udemy
- Python for Market Research | Online Seminar by ESOMAR
- Microsoft Power BI Data Analyst | Online training sessions by HRDA