GEORGIOS N. KALFAS

Email: george.kalfas@hotmail.com
LinkedIn: Georgios N. Kalfas

EDUCATION

Bayes Business School (formerly Cass), City, University of London, UK　　　　　　**Sept 2021 – Sept 2022**
MSc. In Business Analytics

Athens University of Economics and Business, Athens, Greece　　　　　　**Sept 2015 - Jan 2020**
BSc. In Marketing and Communications

PROFESSIONAL EXPERIENCE

Ishango LTD Co., London, UK　　　　　　**Sept 2022 – Present**
Data Analyst

- Rebuilt Azure-deployed ETL pipelines using DuckDB, Parquet, and Polars, cutting processing time by 50%+ (6 min -> 2-3 min) for datasets with 1.5M+ rows across multiple clients
- Built PowerBI dashboards and FastAPI endpoints used by 20+ internal and client stakeholders, reducing reporting delays and supporting data – driven client strategy decisions
- Reduced support ticket resolution time to <1 day by building scalable SQL workflows for RCA on datasets with 2M+ rows
- Led client – facing delivery of a bespoke application, driving £60k contract growth by presenting ROI-driven enhancements and managing the full project lifecycle
- Migrated and synchronized operative data across two platforms using APIs, eliminating manual entry & ensuring cross-system consistency in timesheet reporting
- Improved Azure-deployed data functions by integrating dynamic database logic & automating edge-case handling, eliminating manual updates, & boosting reliability across multiple client solutions
- Mentored a junior analyst through a tailored onboarding plan, increasing team output and strengthening internal analytics capabilities

Applied Research Project: Fiat 500 Full Electric Model Analysis & Market Strategy Development, London, UK　　　　**April 2022 – Sept 2022**
Business Analyst/Data Analyst (Part of MSc in Business Analytics Dissertation)

- Collected 10k+ YouTube comments via API and conducted sentiment analysis using NLP to assess public perception of Fiat 500 electric vs hybrid models
- Mapped user influence and engagement networks using Python's network analysis library to reveal community dynamics and key opinion leaders

GetHarley Co., London, UK　　　　　　**Feb 2022 – April 2022**
Data Analyst (part-time)

- Automated monthly reporting workflows by integrating APIs (Stripe, Calendly, Acuity, Google Calendar) using Python and SQL, saving 6+ hours/week of manual work
- Delivered monthly and quarterly reports by running Python scripts and presented the most important insights to the managers
- Collaborated with the data team to deploy Heroku – hosted scripts and PostgreSQL pipelines, delivering ad hoc and scheduled reports

Hellenic Army (mandatory services), Athens, Greece　　　　　　**Jul 2020 – Mar 2021**
Dredger/ minesweeper

- Maintained digital records, using excel, of military vehicle movements and ensured accurate reporting to command leadership
- Led a team of 6 to reorganize and optimize warehouse logistics, improving inventory access and labelling efficiency
- Ensured military base security through dedicated 6 – hour patrols in teams of 2, reporting any concerning observations every 45 minutes to the Major

Bank of Greece, Athens, Greece　　　　　　**Aug 2019 – Mar 2020**
Social media coordinator

- Mentored, and guided two new interns in the department, provided guidance, & constructive feedback to foster their growth within the team
- Produced daily economic briefings and analytics using Bloomberg/Reuters for senior leadership, including the Governor
- Conducted macroeconomic research and synthesized findings into strategic reports to inform policy decisions
- Monitored, & tracked global economies, delivered daily report to my supervisor, collected, and analyzed data to make informed business decisions

ADDITIONAL INFORMATION

Data Science Projects:

Wind Turbines health prediction (RNN & CNN Time Series Prediction in Python – TensorFlow)

- Devised and compared LSTM, GRU and Simple sequence-to-vector RNNs with validation accuracy followed by tuning
- Implemented 2D-CNN by reshaping time series data; significantly improved training speed, and accuracy

Insurance claim fraud detection with Neural Networks (Autoencoder Anomaly Detection in Python – TensorFlow)

- Balanced 85:15 class imbalance using SMOTE, leading to a 8% increase in F1 – score and improving fraud detection in autoencoder model
- Built FCNN with Keras Tuner: chose optimal threshold using custom cost function to balance FN and FP classifications
- Developed and tuned Autoencoder; sensitivity (TPR) increased and retained high accuracy

Machine Learning R Shiny app (Decision Tree and Random Forest in R)

- Designed an interactive web app to train and predict the right type of drug the client needs based on various medical issues
- Devised and tuned Decision Tree and Random Forest models for classification using Caret and Rpart libraries in R

Customer Segmentation and RFM (K-Means Clustering in R)

- Applied kernel Principal Component Analysis (kPCA) to reduce dimension of customer data from Kaggle
- Produced 4 segments with differing chracteristics and proposed marketing strategies to target each segment

Hospitality Analysis: Machine Learning (ML), Clustering, Predictions

- Conducted in – depth EDA on hotel reservations data, unveiling valuable insights for informed hospitality decision – making
- Implemented KMeans clustering for customer segmentation, optimizing marketing and services.
- Applied ML models (Logistic Regression, SVM, Decision Tree, Random Forest, XGBoost) to predict cancellations with up to 90.07% accuracy

IT SKILLS - Python (Pandas, Numpy, Scikit-learn, TensorFlow, PyTorch, NLTK, Selenium, BeautifulSoup, SQLAlchemy, Azure - Functions) – R – SQL – SPSS

LANGUAGES - Greek (Native) - English (Fluent) - German (Basic)

INTERESTS – Interested in technology, programming, exercising, and playing football