



Georgios Karaliolios

Data Analyst

An ambitious professional data analyst with a solid foundation in data science and finance, and hands-on data analysis experience. My professional background, combined with a Master's in Data Science & Marketing Analytics and a Bachelor's in Economics, has equipped me with advanced analytical skills, particularly in leveraging data to inform business strategy and solve business problems. With an affinity for statistical tools like R, SQL, and Power BI, I enhance my ability to analyze data and drive decision-making in business strategies. My passion for data fuels my dedication and hard work, enabling me to excel in competitive environments. By harnessing data-driven insights, I aim to make substantial contributions to the innovation and success of cutting-edge organizations.

Work Experience

Data Analytics Consultant

EasyToys.nl

April 2023 - July 2023

Vendaam, The Netherlands

- Executed a project focused on enhancing B2C retention and lifetime value.
- Utilized SQL for customer data extraction and manipulation.
- Employed R for data cleaning and the application of Machine Learning techniques.
- Conducted customer segmentation and explanatory analysis to inform targeted marketing strategies.

Corporal – Military Driver (Compulsory Military Service)

Hellenic Force in Cyprus

November 2021 - August 2022

Nicosia, Cyprus

- Received honour promotion to Sergeant in recognition of exemplary service.
- Awarded Distinguished Hoplite Badge for exceptional duty performance and reliability.

Market Research Analyst,

DK Marketing Exports Consultants

December 2019 - September 2021

Thessaloniki, Greece

- Promoted from Intern to Junior Analyst, and subsequently to Head Analyst within two years demonstrating exceptional skill in data analysis, leadership, and strategic insight.
- Led the business analysis and market research department, implementing process improvements that increased project delivery speed by 9%.
- Managed and mentored a team of 4 colleagues, fostering a collaborative environment that boosted team productivity and project quality.
- Executed advanced data analysis and visualization, identifying critical market trends and opportunities, resulting in a 5% increase in client satisfaction.

Most important projects:

- Building enhanced market & business intelligence capacity on understating and prioritizing export products & markets
- Study on the economic impact of Covid-19 on Poultry Sector
- E-cigarette global market research
- Industrial automation market research

Market Research Analyst,

exportnews.gr (business magazine)

December 2019 - September 2021

Thessaloniki, Greece

- Conducted pivotal business and economic studies, directly informing editorial direction.
- Monitored daily news, significantly enhancing content relevance and timeliness.
- Employed data analysis and visualization, increasing article engagement by 12%
- Tracked market trends, leading to strategic content that boosted subscriber growth by 7% within 8 months.

Most important projects:

- Study on the impact of Covid-19 on global economy and the opportunities for the Greek economy & entrepreneurship.
- Global trade overview 2019.
- Micro Living, GIG Economy, Ghost Kitchens - Three trends that change people's way of life & lifestyle.

The Netherlands

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Georgios Karaliolios

Skills

Problem-solving

Data Wrangling

Data Analytics

Data Visualization

Data Storytelling

Machine Learning

Market Research

Multitasking

Adjustability

Smart working

Technologies

R

SQL

Python

Power BI

MS Excel

Questionnaires

Google Analytics

Certificates

Data Analyst with R

datacamp

Intermediate to SQL

datacamp

Data Visualization in

PowerBI

datacamp

Languages

English (C2)

Greek (Native)

Volunteering

- Volunteer in cultural events
- Reforestation
- Bone marrow donor
- Blood donor

Hobbies

- Mountain biking
- Trekking
- Snowboarding
- Reading books

Junior Market Research Analyst (Internship June – Sep 2019),
DK Marketing Exports Consultants
Thessaloniki, Greece
June 2019 — Dec 2019

- Rapidly progressed from an Intern to a Junior Analyst due to exemplary performance and analytical acumen.
- Supported the development of comprehensive market analysis reports, aiding in the identification of strategic opportunities for client growth and retention.
- Assisted in the preparation and presentation of findings to the marketing director and stakeholders, gaining valuable insights into effective communication and data-driven decision-making.

Most important projects:
- Luxury Packaging Market Research
- Japan Food & Beverage Consumer Insights

Education
Master of Science in Marketing Analytics and Data Science
University of Groningen
Groningen, The Netherlands
(GPA 8/10)
February 2023 — February 2024

Master Thesis: Balancing Profitability and Customer Privacy: An Evaluation of Privacy Techniques in a Churn Prediction Context (Grade 8)
Investigated data privacy methods in the telecom database and checked the impact on profitability using machine learning for churn prediction. Demonstrated how privacy improvements can coexist with profitable retention efforts, emphasizing the feasibility of aligning data protection with business objectives.

Most important subjects:
- Data Science Methods (Grade 9)
- Data Engineering (Grade 7)
- Statistical Learning in Marketing (Grade 9)
- Digital Marketing Intelligence (Grade 8)
- Business Consulting & Research (Grade 8)

Most Important Projects
- Regularized Regression for Multicategory Sales Prediction
- Unlocking Insights: NLP in Charitable Marketing Campaigns
- Wehkamp's Magic Mirror: Unveiling Success from Google Analytics and Data Insights
- Analyzing and enhancing Beachwear Conversions at Wehkamp: Weather and Beyond

Bachelor of Science in Economics
University of Macedonia
Thessaloniki, Greece
(GPA 7.73/10)
January 2015 — June 2020

Most important subjects
- Statistics for economists (Grade 10)
- Banking & Finance (Grade 9)
- Investments Evaluation (Grade 8)
- Econometrics (Grade 8)
- Applied Econometrics (Grade 8)
- Principles of Finance (Grade 9)

Most Important Projects
- Find the appropriate time-series model and run a forecast for a company's sales, using R.
- Make descriptive analysis using two daily stocks, the market index, and T-bill rate and calculate each stocks beta, using E-views.
- "Trip With": Evaluating the success of your innovative idea through surveys and analysis.