# Georgios Karaliolios

Data Analyst

📍 Thessaloniki, Greece

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in [Georgios Karaliolios](#) 🔗

🐙 [https://giorgoskaralio.github.io](https://giorgoskaralio.github.io) 🔗

A results-driven Data Analyst with a strong foundation in data science, digital analytics, and economics, currently supporting Sony Global as part of Baresquare's analytics team. With a Master's in Data Science & Marketing Analytics and a Bachelor's in Economics, I bring hands-on experience in analyzing large-scale digital data, automating workflows, and building AI-powered tools that drive business efficiency and strategic decision-making. Passionate about turning complex data into clear, actionable insights, I thrive in fast-paced, cross-functional environments where innovation and precision drive measurable results.

## Skills

**Prompt Engineering**
**Vibe coding**
**Problem-solving**
**Data Wrangling**
**Data Analytics**
**Data Visualization**
**Data Storytelling**
**Machine Learning**
**Market Research**
**Multitasking**
**Adjustability**

## Technologies

**LLMs**
**Adobe Analytics**
**R**
**SQL**
**Python**
**Power BI**
**MS Excel**
**Google Analytics**

## Certificates

**Data Analyst with R**
datacamp
**Intermediate to SQL**
datacamp
**Data Visualization in PowerBI**
datacamp

## Languages

**English (C2)**

**Greek (Native)**

## Work Experience

### Data Analyst – Sony Global Account

**Baresquare, Thessaloniki, Greece**                    **July 2023 – Present**

- Overseeing digital analytics across all global sites to support data-informed decision-making and error alerting.
- Analyze large-scale data using Adobe Analytics, DOMO, Power BI, Excel, and Python, transforming raw data into actionable insights that drive performance improvements.
- Automated the global product classification system for Sony using Python, significantly reducing manual workload and improving accuracy across regional markets.
- Lead AI-driven initiatives, creating multiple Custom GPTs and AI assistants to streamline internal workflows and improve analysis efficiency.
- Manage user account creation and access control for Sony's key analytics tools, including Adobe Analytics, Minitab Connect, and User Insight (heatmap tool), ensuring seamless tool adoption and access governance.
- Develop insightful dashboards and ad hoc reports tailored to marketing and business stakeholders, enhancing visibility into campaign effectiveness and site behavior.
- Collaborating closely with international stakeholders and cross-functional teams.

<u>Most important projects:</u>
- Global DTC Product Classification Automation
- CES 2025 Performance Report
- Monitoring Index Flow Ownership
- SONY Australia Cross Sell Analysis Project

### 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.

### 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.

<u>Most important projects:</u>
- 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

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

- 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                February 2023 - February 2024
**Groningen, The Netherlands**
(GPA 8/10)

**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**                January 2015 - June 2020
**Thessaloniki, Greece**
(GPA 7.73/10)

**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.