

Saham Weerasuriya

Berlin: Germany | wsaham1987@gmail.com | (+49) 176-5776-1406 | [LinkedIn](#) | [Website](#)

Summary

Sales Planning & Forecast analyst with extensive experience & background in project management & business/sales operations. **Proficient in Excel, SQL and Python** for Analysing and **Tableau for data storytelling**. Also, excels as in Business operations, Sales enablement and profound project management and problem-solving skills with **proficiency in Jira, Asana, Odoo & Salesforce**.

SKILLS & TOOLS

Skills: Data analysing, Data Cleaning and Preparation, Data Quality and Integrity, Exploratory and Descriptive Analytics, Data warehousing, Performing Statistical Analysis, Predictive Analysis, Linear Regression, Hypothesis testing, Subqueries, Join Tables, CTEs Writing, Data driven decision making, Forecasting, Technical Documentation and Reports, Presentation, Data Visualizations and Dashboards, Project management.

Tools: SQL, Advance Excel, Python, Tableau, , Microsoft office, Jira, Odoo, Salesforce, Asana.

Language: English - Business professional(C1), German – Upper Intermediate(B2), Sinhala - Native

WORK EXPERIENCE

DISH digital solutions (SAAS digital sales)

09/ 2024 – Present

Sales planning and forecast analyst

Manage sales planning and forecasting, conducting short, mid, and long-term sales and financial analyses across 12 European countries, and oversee sales enablement processes for the EU market.

- **Sales planning, Forecasting, analysis:** Help Country managers of 12 European countries to drive sales by forecasting monthly, quarterly and annual sales to decide sales acceleration, campaign planning and other operational decisions. Ensure consistency and accuracy of end Sales data reports and Provide various Product, Sales and finance related analyses for top management and different stakeholders to aid decision making processes. My contribution along with team effort led FY24-25 closing record highest List price values and OB target achievements in DISH history Tools used: **Excel, Odoo, SQL, Tableau**.
- **Prepare executive level reports for senior management:** Prepare Weekly, Monthly and Annual reports to different head of countries and company top management ensuring data is translated in to clear and visually engaging reports through effective storytelling and visualization
Tools used: **Tableau, Excel, Odoo, MS PowerPoint, Prezi**
- **Overseeing Sales enablement:** Ensure that requests from countries to different stakeholders are met on time and provide optimal solutions to ensure customer satisfaction and process optimization within Countries and different stakeholders.(i.e Business support, Product development, Customer support, Product support, Supply chain and outsourced companies) .Develop various dashboards to monitor efficiencies of different departments to ensure smooth transition of requests from one to another. Newest introduced SLAS ensured efficiency of closing Sales enablement request tickets by significant margin.
Tools used: **Jira, MS teams**

Pulitech (Service Industry)

Project and Business operations specialist

04/ 2021 – 08/ 2023

Managed company business operations-related projects across cross-functional departments. Some of my responsibilities and achievements are:

- **Service quality development project:** Managed Service quality optimization project to uplift existing service quality standards to 80%. Analysed both quantitative and qualitative data on current service, customer satisfaction, Objects, and market to develop new Service blueprint, service standard operating protocols (SOPs), service quality auditing method, Service marketing campaigns and coaching modules.
Tools used: Excel, Jira, SQL, Tableau and I auditor.
- **Cross functional department process optimization project:** Managed internal operations optimization project to increase productivity between cross functional departments. Introduced process optimization model to the firm and Introduced Jira work management boards which decrease average wait time by 33% within interdepartmental. Evaluated annual and quarterly KPI's for employees
Tools used: Jira, Excel, Tableau & SQL.

John keels holdings., Sri Lanka. (Retail Industry)

Junior manager- Projects and service operations

08/2011 – 08/2014

Managed Service process optimization project and later project-related process optimization, training and development across the company. Some of my responsibilities and achievements are

- **Customer service development project:** Managed a part of service quality improvement project with the project objective to uplift overall quality standard to 80%. Delivered actionable insights by Analysing market, Internal supermarkets and stakeholder data, recognizing critical customer touch points and profit points to develop a service model and coaching modules.: Managed post project service optimization. Conducted in depth analysis on weekly personal and customer surveys, and complaints on 18 islands-wide supermarkets to bring service standards further up to 90%
Tools Used: Excel, PowerPoint and SAP ERP.

DATA ANALYTICS PROJECTS

- **Hotel Booking Data Analysis:** An analysis of international hotel booking data from 2010 to 2019 aiming to generate insights into hotel booking trends and customer behaviour patterns using Python and Tableau.
- **Instacart-Grocery-Basket-Analysis:** Analysis to uncover more insights about sales patterns and customer profiles using Python for statistical analysis to develop marketing strategies.
- **Rockbuster Stealth LLC:** Analysis to provide data-driven insights to questions related to 2020 online streaming services marketing strategy using SQL & Tableau

EDUCATION CERTIFICATIONS

Europa-Universität Viadrina Frankfurt (Oder)

10/2016 – 08/2020

[Master of Business Administration](#)

University of Peradeniya, Sri Lanka

06/2007 – 08/2011

[Bachelor of Computer and Management](#)

CERTIFICATIONS

Career Foundry Institute Berlin

09/2023 – 02/2024

[Professional certification in Data Analytics](#)

Google career certifications

05/2023 – 09/2023

[Professional certification in Data Analytics](#)

Google career certifications

01/2023 – 06/2023

[Professional certification in Project management](#)