

Saham Weerasuriya

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SUMMARY

“Unique blend of business expertise and technical skills to bridge the gap between operational needs and data.”

Sales & commercial analyst with extensive experience & background in Business analytics, project management & business/sales operations. **Proficient in Excel, SQL and Python** for Analyzing 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 AND TOOLS

Skills: Business Forecasting, Data analyzing, Maintaining Data Quality and Integrity, High level Business Reporting, Real-Time Dashboard Management, Integrating with Data Warehouse, Querying, Data driven decision making, Data Visualization and Dashboard development, 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):
Sales and commercial analyst

09/ 2024 – Present

Hold responsibility in sales planning and forecasting, conducting short, mid, and long-term sales and financial analyses across 12 European countries, prepare high level reports, Manage Tableau and Jira dashboards and oversee sales enablement processes for the EU market.

- **Sales planning, Forecasting, analysing:** Prepare sales forecasts for 12 EU countries (Monthly, Quarterly and Annually) driving critical decisions on sales acceleration, Gap analysis campaign planning and other strategic decisions. Perform Product, Sales and finance analyses for top management and different stakeholders for decision making processes. My role ensures that countries align and achieve their business Targets. **Maintained overall over 100% Target achievement** in FY 2025
Tools used: Excel, Odoo, SQL, Tableau.
- **Executive level reporting and Dashboards:** Prepare Weekly, Monthly, Annual and ad hoc reports to different Metro country heads and to company top management. Ensure data is translated into clear, simple and visually engaging reports for strategic business decisions. Ensure Country Dashboard requirements are met and manage live dashboards and updated data sources and new requests accordingly. **Maintained overall over 100% Target Achievement** in FY 2025
Tools used: Tableau, Excel, Odoo, MS PowerPoint
- **Overseeing Sales enablement:** Ensure that requests from countries to different internal stakeholders are met on time to provide optimal solutions with efficiency. (i.e. Business support, Product development, Customer support,). **Develop and maintain JIRA dashboards** to monitor efficiencies. Introduce SLAS to ensure efficiencies within teams on closing tickets.
Tools used: Jira, MS teams

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%. Initiated service blueprint and service standard operating protocols (SOPs), service quality auditing method and coaching modules.
Tools used: Excel, Jira, SQL, Tableau and I auditor.
- **Cross functional department process optimization project:** Initiated **internal operations optimization project** to increase productivity between cross functional departments. Introduced process optimization model to the firm and Introduced Jira work management boards to **decrease average wait time by 33%** within interdepartmental. Evaluated annual and quarterly KPI's for employees
Tools used: Jira, Excel, Tableau.

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 personal and customer surveys** on 18 islands- wide supermarkets to bring service standards further up to 90%.
Tools Used: Excel, PowerPoint and SAP ERP

PROJECTS

- [Hotel Booking Data Analysis](#): An analysis of international hotel booking data from 2010 to 2019.
- [Instacart-Grocery-Basket-Analysis](#): Analysis of insights on sales patterns and customer profiles.
- [Rockbuster Stealth LLC](#): Analysis on online streaming platform.

EDUCATION QUALIFICATIONS

Europa-Universität Viadrina Frankfurt (Oder)
[Master of Business Administration](#)

10/2016 – 08/2020

University of Peradeniya, Sri Lanka
[Bachelor of Computer and Management](#)

06/2007 – 08/2011

CERTIFICATIONS

Career Foundry Institute Berlin
[Professional certification in Data Analytics](#)

09/2023 –02/2024

Google career certifications
[Professional certification in Data Analytics](#)

05/2023 –09/2023

Google career certifications
[Professional certification in Project management](#)

01/2023 – 06/2023