TUĞBA YILDIRIM
Data Analyst | Economics(English)

Istanbul,Turkey | https://00tugbayldrm00.github.io/TugbaYildirim.github.io/

https://github.com/00tugbayldrm00 | www.linkedin.com/in/tuğba-yıldırım-27b9232b9 | 00tugbayldrm00@gmail.com

Skills

- **SQL (MySQL):** Data Analysis, Joins, Subqueries, Window Functions
- **Python:** Pandas, Data Cleaning, EDA, Web Scraping
- **Excel:** Pivot Tables, Advanced Formulas, Data Visualization
- **Tableau:** Interactive Dashboards, Calculated Fields
- **Power BI:** Power Query, DAX, Data Modeling
- **Web:** HTML, CSS

Projects

Global Tech Layoffs Analysis — SQL Project
- Cleaned and prepared a global tech layoffs dataset (~1,000 rows, 2020–2023) by **identifying and removing duplicate records** using **CTEs** and **window functions**
- Conducted exploratory data analysis to identify **layoff trends by year, country, industry, and company,** revealing peak layoffs in **2022 (106,520)** and a cumulative total of **383,159 layoffs** over the analysis period
- Analyzed industry and company-level impacts using **aggregations, rolling totals, and stored procedures**, identifying **Consumer and Retail** as the most affected sectors and **Meta (2022)** and **Google (2023)** as companies with the largest single-year layoffs

Data Jobs Survey Analysis — Power BI Project
- Cleaned and transformed survey data **(630 respondents)** using **Power Query**, consolidating categorical variables and calculating averages from salary ranges to prepare the dataset for analysis
- Built an **interactive Power BI dashboard** to analyze **salary, career satisfaction**, and **job difficulty** across age groups, gender, and job titles, showing higher average salaries among older age groups **(~40% in 51+)** and stronger salary outcomes for **Data Scientist roles**
- Analyzed career-switch experiences and satisfaction metrics, revealing moderate satisfaction with **work-life balance (~5.7/10)** and **learning opportunities (~5.6/10)**, supporting insights for individuals considering a transition into data-related roles

Bike Purchase Analysis Dashboard — Excel Project
- Cleaned and standardized a dataset of **1,027 records** by formatting categorical variables (gender, marital status, education) and normalizing income values to enable accurate analysis
- Built an **interactive Excel dashboard** using **Pivot Tables**, **charts, and slicers** to analyze bike purchase behavior across **age groups, commute distance, income, and car ownership**
- Identified key purchasing patterns, showing higher bike purchase rates among individuals with **shorter commute distances, higher average income**, and **1 or fewer cars**, supporting targeted marketing and product strategy decisions

Airbnb Turkey 2025 — Tableau Project
- Processed and analyzed 10.9M Airbnb records by extracting .gz files and correcting auto-matched join keys between Listings and Calendar, ensuring accurate large-scale data integration.
- Identified district-level price disparities, highlighting Sarıyer (28,714 USD) and Sancaktepe (24,857 USD) as the highest average-priced areas versus significantly lower-priced districts such as Esenler (1,349 USD), visualized through bar charts and geographic maps.
- Demonstrated the business impact of host and listing characteristics, showing that Superhosts achieve higher average ratings (4.82 vs 4.44) and that entire homes dominate supply (5.6M listings) with higher revenue potential compared to private and shared rooms.

Price Tracker & Email Alert Bot — Python Project (Web Scraping)
- Built an automated **price tracking bot** using Python (**BeautifulSoup, requests**) to scrape product title and price data from an e-commerce website and log daily updates into CSV files.
- Implemented **data storage and automation** using **csv, pandas**, datetime, and scheduled daily execution with time.sleep() to track historical price changes.
- Developed an **email notification system** with **smtplib** to automatically trigger alerts when the product price dropped below a predefined threshold.

Work experience

Mayyapı Dekorasyon ve İnşaat — Intern | 2 months
- Managed and organized financial records for over **200 client transactions** of construction materials and paint sales using **Excel**, tracking invoices and calculating monthly payments to ensure 100% accurate reporting.
- Communicated with clients to coordinate **payment schedules for 50+ promissory notes**, processed and organized documents by due date, improving workflow efficiency and reducing delays.
- Generated monthly financial summaries and reports, highlighting **top-selling products and client payment trends**, providing actionable insights that supported management decision-making.

Education

Istanbul University, Economics (English), Expected 2026