TUĞBA YILDIRIM
Junior Data Analyst | SQL •Power BI •Excel

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Skills

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

Projects

Airbnb Turkey 2025 — Tableau Project
- **Processed and analyzed a large-scale Airbnb dataset (10.9M records)** by correcting auto-matched join keys between Listings and Calendar tables to ensure accurate data integration.
- **Built interactive Tableau dashboards** to analyze pricing, room types, and host performance across districts using bar charts and geographic maps.
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Global Tech Layoffs Analysis — SQL Project
- **Cleaned and prepared a global tech layoffs dataset covering the 2020–2023 period** 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 using SQL aggregations and rolling totals.
- **Identified peak layoffs in 2022 (106,520 layoffs)** and determined **Consumer and Retail** as the most affected sectors over the analysis period.

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 automation&alert system 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.

Data Jobs Survey Analysis — Power BI Project
- **Cleaned and transformed survey data from 630 respondents** using **Power Query**, consolidating categorical variables and preparing the dataset for analysis.
- **Built an interactive Power BI dashboard to visually analyze salary, job satisfaction, and job difficulty** across data roles and demographics.
- **Identified key insights**, showing **moderate satisfaction with work–life balance (~5.7/10)** and **learning opportunities (~5.6/10)** across surveyed roles.

Bike Purchase Analysis Dashboard — Excel Project
- **Cleaned and standardized a dataset of 1,027 records** by formatting categorical variables and normalizing income values to ensure consistent analysis.
- **Built an interactive Excel dashboard to analyze bike purchase behavior** using **Pivot Tables, charts, and slicers** across demographics.
- **Identified key purchasing patterns**, showing higher purchase rates among individuals with **1 or fewer cars**, shorter commute distances, and higher average income.

Work experience

Mayyapı Decoration&Construction — Intern — Financial&Data Operations | 2 months
- **Managed and organized financial records using Excel** for **200+ client transactions**, tracking invoices and calculating monthly payments to ensure accurate reporting.
- **Coordinated client payment schedules** for **50+ promissory notes**, organizing documents by due date and improving workflow efficiency.
- **Generated monthly financial summaries and basic sales insights**, highlighting top-selling products and client payment trends to support management decisions.

Education

Istanbul University, Economics (English), Expected 2026