# ABDULLAH SEZDI

**Data Scientist**

## CONTACT


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Eskisehir


## EDUCATION

**2019 - 2024**

**ADNAN MENDERES UNIVERSITY**

- Bachelor of Computer Engineering
- GPA: 3.35 / 4.0

## SKILLS

- **Programming**: Python, SQL
- **Data Analysis**: Statistical Analysis (NumPy, SciPy), A/B Testing (Statsmodels), Data Mining
- **Machine Learning**: Supervised & Unsupervised Learning (Scikit-learn, XGBoost, LightGBM), Predictive Modeling
- **Data Processing**: Data Cleaning (Pandas), Feature Engineering, Preprocessing
- **Visualization**: Tableau, Matplotlib, Seaborn
- **Natural Language Processing**: NLTK, SpaCy
- **Time Series & Forecasting:** Statsmodels, Prophet
- **Deep Learning**: TensorFlow, Keras

## LANGUAGES

- English (Advance)

## CERTIFICATIONS

- HackerRank SQL Advanced Certificate
- Miuul Machine Learning Bootcamp

## REFERENCE

Cem Aslan
System Engineer, Kuveyt Turk
Phone: 0544 543 41 03

## WORK EXPERIENCE

### Co-CRM, Data Mining Intern

10/2024 – 11/2024

- **Web Scraping:** Developed scripts to extract and organize data from Google searches for over 25,000 global company names.
- **Data Collection and Management**: Gathered key company details, including website URLs, contact emails, and phone numbers, with 90% accuracy, ensuring data integrity..
- **Tool Proficiency:** Utilized Excel and SQL for efficient data recording and database management.
- **Adaptability**: Applied both manual and automated approaches to address discrepancies in search results and alternative data sources.

### Anadolu University, IT Department Intern

07/2023 - 08/2023

- **SQL & Data Preparation:** Utilized complex SQL queries to extract, clean, and prepare data, optimizing processes to ensure accurate and organized datasets for analysis.
- **KPI Tracking & Reporting**: Created reports to track the university's Key Performance Indicators (KPIs), enabling the upper management to make strategic decisions based on data-driven insights.
- **Data Visualization & Dashboard Creation**: Developed KPI-focused interactive dashboards in Tableau, facilitating quick data access and analysis for users.

## PROJECTS

**1. Customer Segmentation with RFM Analysis on FLO Dataset**

- Developed a customer segmentation model using RFM (Recency, Frequency, Monetary) analysis on FLO's omnichannel dataset. Defined distinct customer segments and provided data-driven marketing strategies for high-value retention. This segmentation increased campaign effectiveness by aligning marketing efforts with specific customer profiles.

**2. Customer Lifetime Value Prediction with BG/NBD and Gamma-Gamma Models**

- Built a predictive model for Customer Lifetime Value (CLTV) using BG/NBD and Gamma-Gamma models, enabling mid-term financial planning for FLO. Segmented customers by CLTV and advised strategic retention actions for high-value and at-risk segments, which improved long-term customer engagement.

**3. Transaction Volume Forecasting for Iyzico Using Time Series Analysis**

- Forecasted daily transaction volume for Iyzico's merchant partners with LightGBM, utilizing advanced feature engineering (e.g., lag features, rolling mean). Achieved accurate short-term predictions, supporting operational decision-making and enhancing financial planning. Improved forecasting accuracy through custom loss functions and cross-validation techniques.

**4. Sentiment Analysis on Amazon Reviews Using NLP**

- Performed sentiment analysis on Amazon reviews for Kozmos, processing reviews using NLP for sentiment tagging (positive/negative). Built classification models (Logistic Regression, Random Forest) to identify customer sentiments, aiding in targeted product improvements and enhancing customer satisfaction.

**5. Association Rule-Based Recommender System for Armut**

- Designed a recommendation system with Association Rule Learning (ARL) for Armut. Created "baskets" from monthly user service history, generating service recommendations based on frequently purchased service combinations. This system improved user engagement and increased service cross-selling opportunities.

**6. House Price Prediction Using Machine Learning and Advanced Feature Engineering**

- Developed a high-accuracy regression model for house price prediction using XGBoost and Random Forest. Employed extensive feature engineering, handling over 80 features through data normalization and one-hot encoding. Optimized the model with hyperparameter tuning, providing precise insights into real estate valuation drivers.