

Ayman Amer

Business Management Professional & Data Analyst

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Istanbul, Türkiye, 34480



PROFESSIONAL SUMMARY

Dedicated and analytical professional with a strong foundation in management, data analytics, and psychology. Skilled in leveraging data-driven insights to identify business opportunities and solve complex challenges. Proven track record in research, data collection, and effective communication of findings to drive informed decision-making.

SKILLS

- Data Analysis: SQL, Python, Excel, KNIME
- Data Visualization and Reporting: Tableau, Power BI, SAS Viya
- Statistical Modeling and Predictive Analytics
- Business Intelligence and Optimization
- Salesforce Administration and Customization
- Research and Literature Synthesis
- Problem-Solving and Critical Thinking
- Effective Communication and Presentation

WORK EXPERIENCE

Business Intelligence Associate

ProficienC Solutions, Toronto, Canada | August 2022 - Present (Part-time)

- Assisted in developing proof of concepts for clients, showcasing the effectiveness of business intelligence solutions tailored to their needs.
- Conducted data analysis projects, providing insights for informed strategies and internal decision-making.
- Supported the creation and maintenance of comprehensive documentation for business processes, ensuring clarity and consistency.

Research Assistant

Ibn Haldun University, Istanbul, Turkey | September 2023 - June 2024

- Review academic literature and publications to synthesize relevant research and theories for assigned projects
- Collect and analyze data from various sources to support project objectives
- Draft comprehensive summaries and reports to document research procedures and communicate findings to stakeholders

Export Sales Specialist

Abyss, Istanbul, Turkey | May 2023 - January 2024

- Conducted market research to identify potential international markets and expansion opportunities
- Built and maintained strong relationships with international customers
- Analyzed market trends and competitor strategies to inform sales strategies

Business Development Intern

MetalMaker 3D, Krakow, Poland (Remote) | April 2023 - June 2023

- Researched target markets and identified customer profiles to support business development initiatives
- Generated outbound leads by finding relevant business information and personnel
- Managed data entry in spreadsheets to match lead importing requirements for CRM system

Independent Contractor

Appen, United States (Remote) | July 2021 - February 2023

- Conducted a wide range of virtual tasks for numerous enterprises, including internet research, transcription, data verification, and site reviews
- Demonstrated expertise in leveraging cloud-based platforms and dynamic tools to efficiently complete assigned tasks

EDUCATION

MA in Management

Ibn Haldun University, Istanbul, Turkey | September 2023 - Present

- Current CGPA: 3.82
- Coursework: Big Data and Business Analytics, Strategic Management, Marketing Management.

BA in Management with minor in Psychology

Ibn Haldun University, Istanbul, Turkey | September 2019 - June 2023

- GPA: 3.79
- Graduated as valedictorian, top of class with high honors

PROJECTS

GitHub Profile: <https://github.com/AymanAmerK>

- **International Housing and Rental Trends Analysis:** Analyzed housing and rental prices across countries, focusing on Türkiye, using OECD data from 1994-2023. Identified key market trends using Python and Pandas.
- **Real Estate Platform Documentation:** Created comprehensive documentation for a real estate agent company's online platform. Detailed features for owner rent payment tracking, tenant communication, and other key functionalities, ensuring clear user guidelines and system understanding.
- **Income Level Prediction Model:** Developed machine learning models to predict income levels using US Census data. Implemented Decision Tree, Random Forest, Neural Network, and Logistic Regression models using KNIME.
- **Istanbul Accommodation Insights:** Integrated Foursquare and Airbnb data to analyze accommodation options in Istanbul. Created interactive maps and provided data-driven recommendations for tourists.

CERTIFICATIONS AND TRAINING

- ArabiaForce Academy Salesforce Training Program (05/2023 - Present)
- FinTech Training Program, Kalkınma Yatırım Bankası (December 2022)
- McKinsey Forward Program (December 2022)
- IBM Data Science Professional Certificate (June 2022)
- Google Data Analytics Professional Certificate (July 2021)

LANGUAGES

- Arabic (Native)
- English (Fluent)
- Turkish (Intermediate)