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| Summary | | | | |
| Over 8 years of experience with Big Data analytics, solving complex problems and providing strategic recommendations.  Experienced with:   * Exploratory analysis, data mining and insight generation * Presenting and communicating data findings to senior business leadership and product owners * Translating data findings into actionable business recommendations * Agile marketing practices * Creating dashboard summary reports to monitor campaign success metrics (KPIs) * Python machine learning and analytics libraries (scikit-learn, NumPy, SciPy, pandas, ggplot2) * Python, SQL, Tableau * Building key data sets to empower operational and exploratory analysis * Automating analyses and authoring pipelines via Bash/SQL/python based ETL framework | | | | |
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| Experience | | | | |
| ***Capital One***  (Wilmington, Delaware) | | | June, 2014 - Present | |
| Principal Data Analyst / Scientist | | | | |
| * Lead the data analysis for Capital One’s large scale digital product marketing campaigns across digital and social channels (Email, Facebook, Instagram, Twitter, and Display) * **Led data analysis for a national campaign that reached XX consumers and drove XX downloads, increased feature usage by XX, outperformed typical email performance by XX%** * Created target segmentation and optimization for improved marketing performance with Facebook look-alike campaigns * Collaborated with external teams (Trafficbuyer, Facebook) in identifying opportunities and streamlining campaign executions and monitoring * Built key data sets from both structured and unstructured formats to empower operational and exploratory analysis * Tested and Improved segmentation tool that streamlined campaign segmentation and eliminated repetitive SQL coding. The tool has been deployed and adopted by entire Consumer Bank organization * Developed customer matching algorithm between independent databases based on pure transactional data. Achieved 98% match level * Target Modeling for improved Net Present Value and Net Promoter Score. Improved mean NPS from 49 to 55 * Developed and managed Tableau dashboards for KPI monitoring. Reports are used by product and marketing teams for calibration and performance improvement, shown to senior leadership on a recurring basis * Managed a team of six Data Analysts in an Enterprise wide data visualization competition (ranked second out of 42 teams) * Implemented and managed transition to Hadoop Big Data platform. Migrated data tables from Teradata to HDFS * Taught Python, Unix, GitHub foundation classes to Bank Data Analysts (periodic, 10-15 size classes) * Developed customer matching using python fuzzy string matching for Anti Money Laundering analysis. Achieved 99.2% matching level * Developed financial institution identification and clustering, using python scikit-learn libraries, for Consumer Deposit Funds Flow * Investigated new tools for potential use by the bank Data Analytics team: D3JS, Network graphs, Sentiment Analysis. Created report with recommendations to senior business leadership | | | | |
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| *Bartol Research Institute* (Newark, Delaware) | | | June, 2012- May, 2014 | |
| Post-Doctoral Researcher | | | | |
| * Developed analysis tools (in C++ and Python) * Reconstructed physical phenomena with machine learning algorithms (Neural Nets, Random Forest) * Implemented algorithm for environmental corrections on the detector signal * Produced Monte Carlo simulations * Processed large (several terabytes) amounts of data (with Bash, Python) * Worked in a large collaboration of nearly 250 people from 39 institutions in 11 countries * Wrote and published scientific papers in peer reviewed journals * Presented results in major conferences * Participated in deployment of IceCube detector at the geographical South Pole, Amundsen-Scott South Pole Station | | | | |
| *University of Delaware* (Newark, Delaware) | | September, 2005 – May, 2012 | | |
| Research Assistant / Teaching Assistant | | | | |
| * Reconstructed of Cosmic Ray energy spectrum from atmospheric air showers * Analyzed simulated and experimental data:   + [Multivariate](http://en.wikipedia.org/wiki/Polynomial#Classifications) [data analysis](http://en.wikipedia.org/wiki/Data_analysis)   + Statistical analysis   + Feature extraction * Taught introductory physics courses and labs | | | | |
| **Computer Skills**  Proficient:Python, R, SQL, Tableau, Teradata, Linux/Unix  Familiar: C++, Hadoop, Spark, Hive, Impala, MapReduce, D3JS | | | | |
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| Professional Education | | | | |
| * Metis, Data Science Bootcamp, May 2016 * Agile Marketing Training, January 2016 * Data Science Specialization, Coursera certificates * Analytics: Optimizing Big Data Certificate, University of Delaware, Fall 2013 * Business Analyst Certificate, University of Delaware, Spring 2014 | | | | |
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| Academic Education | | | | |
| * **PhD** in Physics and Astronomy | University of Delaware (Newark, Delaware) | | | June, 2012 |
| * **MEd** in Physics Education | Middle East Technical University (Ankara, Turkey) | | | June, 2005 |
| * **BS** in Physics | Middle East Technical University (Ankara, Turkey) | | | June, 2005 |
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| **Publications** | | | | |
| 1. IceCube Collaboration: M.G. Aartsen et al*, “Measurement of the Cosmic Ray Energy Spectrum with IceTop-73”,* Physical Review D 88, 042004, 2013 2. IceCube Collaboration: M.G. Aartsen et al, *“Search for Galactic PeV Gamma Rays with the IceCube Neutrino Observatory”,* Physical Review D 87, 062002, 2013 3. IceCube Collaboration: R. Abbasi et al, “*IceTop: The Surface Component of IceCube”,* Nuclear Instruments and Methods A700, 188-220, 2013 4. IceCube Collaboration: R. Abbasi et al, “*Observation of Cosmic Ray Anisotropy with the IceTop Air Shower Array”,* Astrophysical Journal 765, 55, 2013   Co-author of 90+ papers of the IceCube collaboration. | | | | |