

BULENT KARADENİZ

Data Analyst



Summary

As a person who is open to innovations, believes in the importance of teamwork, and adopts that learning is lifelong, I continue my education and individual studies in the field of Data Science. I have been interested in the field of Data Science throughout my education life, especially during my academic studies, and I have been following the groundbreaking innovations in this field. I have worked with Bioinformatics analysis tools (in biology) and programs such as SPSS and Matlab (in the biomedical field) by using different data sets during my master's degree and applied courses. I aim to become a more operational expert by combining the knowledge I have gained from my biology and biomedical studies with my data science skills.

In the last 2 years, I attended paid and free Data Science training courses from online platforms (Coursera, BTK, LinkedIn). I updated my knowledge level with the courses I took at Gebze Technical University and I continue to take courses on the subjects I need. I learned Python, SQL, Data Pre-Postprocessing, Data visualization, Pandas, Numpy, Scikit Learn, and I developed machine learning and deep learning models. I continue to expand my studies. In addition, during my 13-month remote data analyst internship, I took part in projects such as Seller Clustering, Seller Churn Prediction, and Category Finder Object Detection at OneAMZ. During this period, I had the opportunity to practice and apply the knowledge I learned. Especially in the Churn Prediction project, we achieved 95% success. The Seller Churn Prediction project, where I was the team leader, was highly appreciated by the company.

I have a bachelor's and master's degree in biology. I took biomedical science doctoral courses during my doctoral education in English Biomedical Biomedicine, which I had to leave during the thesis period. In my business life, I gained experience in various positions such as Remote Data Analyst, Logistics Officer, Sales Officer, Sales Representative, and Biology Teacher. With this experience, I am ready for a position where I can use my knowledge and skills in the best way.

Work Experience

• Data Analyst (September 2022 - October 2023) Remote - Intern

OneAMZ E-Commerce Dropshipping Company / New Jersey, USA - Website : <https://oneamz.com/>

Project Details

• EDA (Exploratory Data Analysis) :

During this period, data sets of OneAMZ Company in Excel and CSV formats were used. These data sets include the data of Amazon sellers using the software and the products, orders, page visits, revenue, etc. of three stores that the company operates and sells to different countries through Amazon. EDA (Exploratory Data Analysis) was carried out on these data sets using Python libraries. The data sets were preprocessed and manipulated to make them suitable for analysis.

• PowerBI & Tableau Visualization:

We completed my analyses in 4 phases: **revenue analysis, product analysis, page interaction analysis, and seller analysis**. In each phase of these analyses, I made data visualizations with PowerBI and Tableau programs. I obtained important insights for the company. I presented these visualizations at the end of each phase with the dashboard.

• Buybox Percentage Forecasting (Product Analysis)

In this study, we predicted the probability of the products offered for sale in the stores entering the buy box according to their prices. Our model was able to predict with a score of 66 % due to the limited data available.

• Product Amazon Choice Estimation (Product Analysis)

The purpose of this study is to predict whether a product offered for sale will meet Amazon's Choice criteria. After the model was established, the success of predicting whether a product would be a Choice or not was achieved with a score of 65 %. However, the score could not be improved despite various parameter settings.

• Seller Clustering

• Seller Churn Prediction Analysis

• Computer Vision: Object Detection with Roboflow, YoloV8: (Product Analysis)

In this study, the pictures of the products in the store Keepa report were downloaded and analysed and it was seen that the main category information and the product did not match. We thought that this was due to the seller's preference. To correct this, we suggested that a CV model that guides the sellers can be added as a module to their sites. For this reason, we built a CV model using the YoloV8 library and Roboflow application from the images in the existing data set. Our model identified the category of the product image entered with a score of 85% for 3 main categories. Only with demo_version_1, we prove that the company can support its sellers in this regard.

• NLP: Sentiment analysis : (Page interaction analysis)

This study aims to estimate the satisfaction and dissatisfaction of the sellers with the training and support they received from OneAMZ by using the information in the comment texts.

• Deploy Works with Streamlit

- [Seller Churn Predict : Click App](#)
- [Sentiment analysis : Click App](#)
- [Seller Guide - Product Category Finder : Click App](#)

• Logistic Officer 2021 - 2022

ITT International Logistics Company / Gebze / Kocaeli / Turkey - Website : <https://www.itt.com.tr/>

Collecting incoming commercial vehicle information and product information using Excel, processing them into the relevant programme.

• Salesperson 2019 - 2021

Yapiset Incorporated Company / Gebze / Kocaeli / Turkey

Sales of products in the market, order, stock status, inventory record, daily turnover, Excel calculation of daily turnover.

• Biology Teacher 2002 - 2018

Private Education Companies / Istanbul - Kocaeli

Personel Projects

• Soldier Race Prediction

Developed a machine learning model using Logistic Regression, Support Vector Machine, XGBoost, and Random Forest algorithms to predict soldier race. Conducted feature engineering and performed data preprocessing to improve model accuracy. Achieved a predictive accuracy of **91%** with logistic regression.

• Churn Analysis Telcom Customer

Utilized K-Means clustering for cluster analysis with an unsupervised learning machine learning method to observe the distribution of customers. Performed exploratory data analysis and visualizations to understand underlying trends. **Successfully** clustered annual income spending score.

• Computer Vision - Object Detection: Human Iris Color Detection

Using YoloV8 and Roboflow, I could detect the color of the iris of the human eye with **85%** success over photos or video. Click: [Roboflow API](#)

• CNN & Transfer Learning: Flowers Prediction

5 different plant species were identified with **big success** through pictures of their flowers. CNN_model VGG16_model, ResNet_model, Xception_model, and NASNetMobile_model were used in this study. It was deployed with an API via Streamlit. [Click Flowers API](#).

Technical Skills

- Python
 - Numpy
 - Pandas
 - Scikit-learn
- MATLAB
- SQL
- Data Visualization
 - Matplotlib
 - Seaborn
 - Tableau
 - PowerBI
- Version control
 - Git
 - Github
- ClickUp
- Data Manipulation
 - Excel
 - Data preprocessing
 - Data Cleaning
- Database management
 - MySQL
 - PostgreSQL
- Statistics analysis
 - Hypothesis testing
 - a/b Testing
 - Time Series analysis
- Data warehousing
 - Amazon redshift
 - Google Bigquery
- Data Mining
- Deep Learning Framework
 - Tensorflow
 - Keras
 - Pytorch
- Computer Vision
 - Pillow
 - Yolo
 - OpenCV
 - Scikit Image
 - Roboflow
- NLP
 - NLTK
 - Spacy
- Image Processing
- Machine Learning
 - Regression
 - Classification
 - Clustering
 - Neural Network
 - Time Series Analysis
- Streamlit
- Heroku
- Docker
- AWS - EC2
- Cloud platforms
 - Aws
 - Azure
 - Gcp

Soft Skills

- Responsible
- Collaborative
- Adaptability
- Desire to learn
- Storytelling
- Mission Driven
- Strong Communication
- Agile Methodologies
- Languages:
 - Turkish (Native)
 - English (Intermediate)

Education

| | | |
|----------------|---|------------------------|
| 2022 - Present | Department of Chemistry PhD. Student (Active) Gebze Technical University I came back with a student amnesty. Computational chemistry, Machine Learning | Gebze /Kocaeli /Turkey |
| 2022 - Present | Biomedical Science PhD. Student (Passive) Istanbul Cerrahpasa University/Biomedical Engineering I came back with a student amnesty. ML, DL, Image processing, Computer Vision | Istanbul / Turkey |
| 2009 - 2011 | Master of Science Fatih University / Biology Molecular biology, SCE, Toxicity | Istanbul / Turkey |
| 1995 - 2000 | Bachelor of Science Akdeniz University / Biology | Antalya / Turkey |

Certification / Courses

- OneAMZ Certificate of Internship /Remote/[CERTIFICATE](#) NO: 2023/2-DS004 /DATE: OCTOBER 07, 2023 (13 months)
- Introduction to Data Analysis / Spring Semester 2023 / Science Faculty / Gebze Technical University
- Data Mining, Deep Learning and Applications /Fall Semester 2023-24 / Computer Eng. Dep. / Gebze Technical University
- English courses: Dialogue English Course Bakirkoy / Istanbul 2010 (6 months) - World Academy English Course /Online / USA 2023 (2 months) - Oxford House - Free English Courses / Online / 2023 (6 months)

Publications

- Genotoxic and cytotoxic effects of storax in vitro Bulent Karadeniz, Zeynep Ulker and Lokman Alpsoy, Toxicol Ind Health published online 8 December 2011, DOI: 10.1177/0748233711428642 <http://tih.sagepub.com/content/early/2011/12/01/0748233711428642>