Mehmet Emre TOKTAY
Data Analyst | CX/BI Specialist | LSS Black Belt/MBA

🌐 https://memretoktay.net/ 📱 +90 506 760 1972
@ emre.toktay@pardus.tech in linkedin.com/in/memretoktay
K kaggle.com/mehmetemretoktay ⌂ github.com/EmreToktay
📍 Kadıköy, Istanbul

Throughout my career, which has been reshaped and refined based on my keen interests in data, statistics, and customer relationships, I've crafted an interdisciplinary roadmap. With a background steeped in continuous improvement, process development and customer experience I bring a unique perspective to data analysis. This experience fuels my ability to think creatively and deliver data-driven solutions that break the mold. As a data analyst, I shine at asking questions that unlock insights, uncovering the root causes of problems, and crafting comprehensive solutions for even the most intricate challenges. Companies facing difficult situations ignite my passion, and I leverage my 360-degree view to tackle them head-on, armed with the power of data analysis. This combination of experience and analytical expertise allows me to transform data into actionable intelligence, helping businesses make informed decisions and achieve their goals.

My job search is focused on finding opportunities where I can utilize at least 2-3 of my developed skills, with a preference for data related roles. I am seeking a company that values innovation, encourages professional growth, and fosters experimentation.

💼 PROFESSIONAL EXPERIENCE

Present
June 2023

Co-Founder, Data Analyst, PARDUS TECH, Remote
I leverage my data expertise to empower businesses through consulting. As co-founder of Pardus Tech, I advise clients on data-driven strategies and solutions. I also take on freelance projects on Upwork, bringing my data skills to a wider range of clients. (This description summarizes my most recent consulting project.)
- › Designed and implemented a POC system to analyze production line IoT data in near real-time using OSI PI Historian.
- › Transferred and summarized analyzed data to optimize database utilization.
- › Created POC dashboards for error visualization, enhancing production efficiency.
- › Provided data support to the development team, facilitating insights and decision-making.
- › Validated the final product through rigorous testing, ensuring quality outcomes.

OSI PI Historian | Data Analysis | Data Transfer | Dashboard Development | Validation Testing

December 2022
April 2021

Business Intelligence Specialist, TELEPERFORMANCE/GOOGLE, ISTANBUL, Remote
- › Systematic processing and routing of incoming data to relevant fields.
- › Customized dashboards for three distinct levels, visualized on an internal tool.
- › Harmonization of data from multiple sources, with pathways structured using SQL.
- › Identifying the relevant variables for bottlenecks, guiding actionable improvements.
- › Creating a reporting system and designing the data structure for it

Automation | BPI | Data Analysis | Data Architecture/System Design | Data Integration | Data Storytelling
Data Visualization

April 2021
October 2019

CX lead, Account management, TELEPERFORMANCE/LENOVO, ISTANBUL, Hybrid
- › Bridged Lenovo and partners through consistent, insightful reports to MENA's director
- › Deployed agile feedback systems, ensuring rapid callbacks for negative FTR users.
- › Crafted strategic CX roadmaps and streamlined process maps.
- › Drove CX improvements through root-cause data analyses and proactive solutions.
- › Enhanced operational and continually expanding my knowledge to identify innovative solutions.

CX | Strategic partnerships | Data Analysis | Root-Cause Identification | Process Mapping | Strategic Roadmapping
Operational Excellence | Lean Six Sigma

July 2019
July 2017

Support Team Turkey Coordinator, DATADUCK, ST.PETERSBURG, Remote
- › Directed a remote team, aligning them with multinational company culture. .
- › Leveraged CRM tools to implement a 360-degree customer experience strategy.
- › Authored articles and guides for the entire support
- › Led and provided direction for projects tailored to Turkey's region, ensuring successful integration.
- › Acted as the bridge between Turkish customers and key departments like HR, Online Reputation, and Business Development, driving actionable insights and changes

Agile Project Participation | Cross-Departmental Collaboration | CRM | Complaint Management | Geo-specific Adaptation
Multinational Work Culture | Omnichannel Team Leadership | Jira | Confluence | Python | Qlikview

🌐 Languages

Turkish ● ● ● ● ●
English ● ● ● ● ○

🎓 Education and Certificates

2022 **Istanbul Arel University Master's with thesis, MBA** (Thesis : Lean Six Sigma and implementation of service sector)

2019 **Istanbul University Master's degree, Statistics** (Due to my undergraduate degree being in tourism, I wasn't eligible to apply for the thesis-based statistics program. After taking the required statistics courses, I paused my studies and successfully transitioned to a department where I could write a thesis.)

2017 **Akdeniz University Undergraduate, Tourism and hospitality management** ("Analytical Hierarchy Process method in Hotel Facilities; for employment to Front Office department without experience" my senior year project)

❋ Certificates

2023 **The Professional Scrum Product Owner™ (PSPO I)** Scrum.org Email : emre.toktay@pardus.tech

2023 **The Professional Scrum Master™ I (PSM I)** Scrum.org Email : emre.toktay@pardus.tech

2023 **Lean Six Sigma Black Belt, CSSC** Certification Check | Certification Number : 4jZH7Clflw

2023 **Data Scientist, Udacity** Syllabus | Certificate

2023 **Programming for Data Science with Python, Udacity** Syllabus | Certificate

2021 **Data Analytics for LSS Certification Data Scientist, University of Amsterdam** Syllabus | Certificate

2020 **Lean Six Sigma Yellow Belt, COPC**

☰ Professional skills

Business Intelligence	**Business Analysis**, **Data Interpretation**, **LSS**, Project Management
Data Operations	**Data Cleaning**, DBscan, **Dashboard Development**, ETL, GMM, K-Means, OPTICS, A/B
Domain Expertise	**Call Center Analytics**, **Customer Data**, **Statistical Control**, SaaS Metrics
Machine Learning	CNN, Decision Trees, **Regression**, **Scikit-learn**, Keras, TensorFlow
Programming	Dash, **Data Studio**, **Matplotlib**, **Python**, Plotly, Power BI, R, Seaborn, SQL
Text Analytics	ABSA, Behavior Analysis, **CX-centric Modeling**, NLP, Neural Networks, Speech-to-Text

🖥 Projets

Lean Six Sigma Project for CSAT Enhancement
🔗 Blog   🔗 Publish
| LSS | SPSS | Minitab | Office | Google Calob | Project Management |

Visualizing the machine learning process in Python using Dash and Plotly
🔗 Blog   🔗 Dashboard
| Dash | Gunicorn | joblib | ML | Numpy | openpyxl | Pandas | Python | Scikit-Learn | xlsxwriter |

Collecting Feedback for CX from IVR Surveys Using SeamlessM4T : Speech to Text Usage in Turkish
🔗 Blog
| Feedback Collection | SeamlessM4T | Speech-to-Text | Voice Analytics |

Aspect Based Sentimental Analysis Application
🔗 Blog   🔗 Huggingface
| ABSA | Gradio | Transformers | BERT | Tokenization | NLP | Deep Learning |

Bank Customer Segmentation : Analysis with K-Means, DBscan, and OPTICS
🔗 Blog   🔗 Dashboard
| Cluster Tendency | Customer Segmentation | DBSCAN | Dimensionality Reduction | K-Means | Marketting Analysis | OPTICS | Silhouette | UMAP |

Breed Classification Using Convolutional Neural Networks
⭕ github.com/emretoktay/Dog-Breed-Classifier   🔗 Blog
| Computer Vision | TensorFlow | OpenCV | Neural Network Training | ImageProc | Preproc | ModelSave | PerfMetrics | DataAug | FeatExt |

About Langchain and Deploying ConvAI
🔗 Blog
| ConvAI | NLU | Chatbot Deployment | LangSupport | UserEng | Response Generation | Integration | Feedback Loop |

❝ References

Emre Balci	Dasa Molnarova	Sergey Alkasarov
Operation Manager	*EMEA Customer Experience Manager*	*Head of Customer Services*
Teleperformance	Lenovo	Dataduck