# RUSSELL R COBANOGLU

[russ.cob@outlook.com](mailto:russ.cob@outlook.com) | (917) 660-3147 | Cliffside Park, NJ 07010
LinkedIn | GitHub | Resume Site

---

Dynamic and results-driven professional with 7+ years of experience in logistics and supply chain management, specializing in data analytics and business intelligence. Proven ability to optimize operations, improve pricing strategies, and drive business growth through data-driven insights. Skilled in SQL, Python, and BI tools (Power BI, Tableau) to enhance supply chain efficiency, demand forecasting, and KPI tracking. Experienced in global freight forwarding, tender management, and carrier negotiations, delivering cost-effective and scalable logistics solutions. Adept at building real-time analytics solutions to support decision-making in complex logistics environments.

## Core Competencies

- **Data Analytics and Business Intelligence:** Power BI, Tableau, Superset, Alteryx - Building BI solutions for data-driven decision-making.
- **Collaboration and Project Management:** Confluence, Jira - Cross-functional team collaboration, project tracking, and agile workflows.
- **Forecasting and Optimization:** Forecasting, Inventory Optimization, Capacity Planning for cost-effective operations.
- **Programming and Data Engineering:** Python (Pandas, NumPy), SQL, SSIS, VBA, Excel – ETL development and workflow automation.
- **API and EDI Integration:** REST APIs, XML, JSON, ANSI X12 – Enabling real-time data exchange with external systems.
- **Database Management:** SQL Server, PostgreSQL, MySQL, MongoDB - Data modeling, performance tuning, and scalable infrastructure.
- **E-Commerce Analytics and Supply Chain:** TMS, WMS, E-Commerce Operations, Google Analytics – Analyzing transportation, warehousing, fulfillment, and customer behavior data.

## Professional Experience

### Data Analyst (Mar 2022 - Apr 2025) | Drayup, New York, NY

- Architected scalable data infrastructure for Drayup, Barsan's e-commerce platform, enabling seamless analytics across logistics, pricing, and finance.
- Built real-time Power BI dashboards to track pricing trends, space utilization, and revenue forecasts, reducing manual reporting time by 30%.
- Developed SQL-based ETL pipelines to integrate customs, shipment, and financial data, improving visibility into cost drivers and profit margins.
- Led EDI and API integrations with global shipping lines to enable real-time container tracking and enhance operational visibility.
- Collaborated with finance to model cost-per-shipment and identify budget gaps, directly influencing pricing and savings strategies.
- Implemented KPI dashboards to monitor customer profitability, operating margins, and logistics costs, supporting leadership decision-making.
- Integrated Google Analytics with Drayup to assess user behavior and optimize conversion-focused marketing campaigns.
- Maintained and supported key logistics systems including Descartes, Netchb, and internal TMS/WMS platforms, ensuring reliable data workflows.
- Partnered with product and operations teams to develop internal tools that streamlined freight workflows and improved shipment cycle times.

### Pricing Analyst (Jan 2020 - Mar 2022) | Barsan Global Logistics Inc., New York, NY

- Supported the sales team with timely, data-driven pricing quotes by analyzing freight rates, historical trends, and customer requirements.
- Built and maintained pricing models and financial dashboards in Excel and Power BI, improving profitability tracking and bid accuracy.
- Automated routine reporting and data consolidation tasks, cutting manual workload by 40% and enhancing data accuracy.
- Partnered with operations and finance teams to evaluate freight costs, optimize pricing strategies, and support margin improvements.
- Conducted ongoing market and competitor rate analysis to advise on strategic pricing adjustments and maintain competitiveness.

### Trade Compliance Specialist (Nov 2017 - Dec 2019) | Barsan Global Logistics Inc., New York, NY

- Supervised daily customs clearance operations for 200+ monthly entries, overseeing HTS classification, ISF, and AES filings.
- Led and trained a team of 3+ entry writers, improving compliance audit scores by 25% within 6 months through hands-on coaching.
- Reduced customs clearance delays by 18% by introducing SOPs and error-check systems using Netchb and Descartes platforms.
- Reviewed and approved complex customs entries to ensure compliance with CBP and PGAs including FDA and USDA.
- Conducted internal audits and implemented corrective actions, contributing to a 30% drop in post-entry amendments.

## Education

- **Certificate in Data Science** - 2020: Rutgers University, Jersey City, NJ
- **Bachelor of Business Administration** | 2010-2014: Anadolu University, Turkey