

RUSSELL R COBANOGU

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Dynamic and results-driven professional with 10+ years of experience leveraging data to drive business performance. Skilled in SQL, Python, Power BI, and Tableau to build scalable data models, automate reporting, and deliver actionable insights. Experienced in creating real-time analytics solutions, improving pricing strategies, and optimizing operational KPIs. Proven ability to support decision-making in fast-paced environments through data-driven solutions. Adept at working with large datasets, data visualization, and business process improvement.

Core Competencies

- **Logistics and Supply Chain Management:** Freight Forwarding, Transportation Management (TMS), Warehouse Management (WMS).
- **Data Analytics and BI Reporting:** Power BI, Tableau, Apache Superset - Designing insightful dashboards and reports for decision-making.
- **Data Engineering and Processing:** ETL, SSIS, Excel (Macros, Pivot Tables) - Automating workflows, ensuring data quality.
- **API and EDI Integration:** REST APIs, XML, JSON, ANSI X12 – Enabling real-time data exchange with external systems and partners.
- **Programming and Scripting:** Python (Pandas, NumPy), SQL, VBA - Data analysis, automation, and process optimization.
- **Forecasting and Capacity Planning:** Forecasting, Inventory Optimization, Capacity Planning for cost-effective operations.
- **Collaboration and Project Management:** Confluence, Jira - Cross-functional team collaboration, project tracking, and agile workflows.
- **Databases:** SQL Server, PostgreSQL, MySQL, MongoDB - Database management, optimization, and performance tuning.

Professional Experience

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

- Built the data infrastructure for Drayup, Barsan's e-commerce platform for yard rentals and storage, ensuring scalability.
- Developed real-time Power BI dashboards to monitor pricing, space utilization, and revenue forecasts for Drayup.
- Designed dashboards that cut reporting time by 30% and clarified logistics cost and revenue trends.
- Built SQL-based ETL pipelines to unify shipment, customs, and financial data, improving cost and margin insights.
- Implemented KPI tracking to monitor operating margins, customer profitability, and logistics expenses, enabling better business decisions.
- Led EDI and API integrations with shipping lines to enable real-time container tracking and improve shipment visibility.
- Collaborated with cross-functional teams to build software tools that improved logistics workflows and operational efficiency.
- Integrated Google Analytics into Drayup to track user behavior, optimize marketing strategies, and increase conversions.
- Supported and maintained Descartes, Netchb, and in-house TMS/WMS systems, ensuring seamless operational workflows and consistent, accurate data exchange.

Logistics Manager (Jan 2019 - Mar 2022) | Barsan Global Logistics Inc., New York, NY

- Led import and export operations, managing \$10M+ in annual shipments while ensuring full compliance with U.S. and int. trade regulations.
- Manage a team handling freight forwarding, and trade documentation, reducing clearance time by 20%.
- Negotiate competitive rates with carriers, brokers, and suppliers, achieving a 15% reduction in logistics costs.
- Assisted in warehouse operations, optimizing inventory flow and shipment coordination to streamline distribution.

Import/Export Specialist (Nov 2017 - Jan 2019) | Barsan Global Logistics Inc., New York, NY

- Handled end-to-end air and ocean shipments, ensuring compliance with U.S. Customs and international trade laws.
- Prepared HTS, ISF, and AES filings, reduced delays through accurate documentation and coordination.
- Used Descartes and Netchb to process entries, meeting PGA requirements (FDA, USDA, EPA, etc.).

Software Support and Training Specialist (Feb 2015 – Aug 2017) | Protel (Oracle Hospitality Distributor) – Istanbul, TR

- Provided technical support and training for clients across hospitality and retail industries, specializing in Oracle Micros POS solutions.
- Administered and optimized Oracle databases to maintain system performance and data accuracy.
- Created custom reporting templates and developed troubleshooting guides to improve user efficiency.

Education

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