RUSSELL R COBANOGLU

[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 lead digital initiatives and support the deployment of data-driven solutions that optimize operations and improve decision-making. Skilled in SQL, Python, and BI tools (Power BI, Tableau) to drive efficiency, forecasting, and KPI tracking. Experienced in global freight forwarding with a strong record of delivering scalable and cost-effective logistics solutions. Adept at collaborating with cross-functional teams to implement real-time analytics tools and support end-to-end digital transformation in complex 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

Business Intelligence Analyst (July 2020 - Apr 2025) | Barsan Global Logistics Inc., New York, NY

- Contributed to the deployment of Drayup, Barsan's e-commerce platform for yard rentals and storage, by building scalable data infrastructure and collaborating with cross-functional teams.
- Developed real-time Power BI dashboards to monitor pricing, space use, and revenue forecasts, supporting data-driven decisions.
- Designed reporting tools that reduced turnaround time by 30% and clarified logistics cost and revenue trends for business users.
- Built SQL-based ETL pipelines to unify shipment, customs, and finance data, enabling smooth data integration for digital product adoption.
- Established KPI frameworks to monitor margins, profitability, and logistics expenses, enabling effective post-deployment performance reviews.
- Led EDI and API integrations with global shipping lines, enhancing container visibility and enabling real-time data availability for digital tools.
- Collaborated with product, tech, and ops teams to build tools that streamlined workflows and boosted user adoption.
- Integrated Google Analytics into Drayup to track user behavior, optimize engagement strategies, and drive continuous product improvement.
- Maintained and supported in-house TMS/WMS, ERP systems, Descartes ensuring data integrity and smooth transition to business teams.

Trade Compliance Specialist (Nov 2017 - June 2020) | Barsan Global Logistics Inc., New York, NY

- Supervised daily customs clearance operations for 200+ monthly entries, overseeing HTS classification, ISF, and AES filings.
- 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