

RUSSELL R COBANOGU

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Results-driven Data and IT professional with over 8 years of experience in analytics, data engineering, business intelligence, and logistics tech. Specialized in building scalable data systems, automating workflows, and delivering real-time insights for e-commerce and supply chain operations. Proven ability to lead cross-functional projects, manage system integrations (API/EDI), and support data-driven decision-making through dashboards, forecasting models, and KPI tracking. Strong background in supporting digital platforms, including e-commerce operations like Drayup.

Technical Skills

- **Data Analytics and BI Reporting:** Power BI, Tableau – Building actionable dashboards and visual reports.
- **Data Engineering and Processing:** ETL, SSIS, Excel (Macros, Pivot Tables) – Automating workflows and ensuring high data integrity.
- **Programming and Scripting:** Python (Pandas, NumPy), SQL, VBA – Streamlining analysis, automation, and operational efficiency.
- **API and EDI Integration:** REST APIs, XML, JSON, EDIFACT – Enabling real-time data exchange with external systems and partners.
- **Forecasting and Optimization:** Forecasting, Inventory Planning, Capacity Optimization – Supporting cost control and resource planning.
- **Collaboration and Project Management:** Confluence, Jira – Agile project tracking and cross-functional coordination.
- **Database Management:** SQL Server, PostgreSQL, MongoDB – Data modeling, performance tuning, and scalable infrastructure.
- **E-Commerce and Supply Chain Analytics:** TMS, WMS, E-Commerce Operations – Analyzing and improving transportation and warehousing processes.

Professional Experience

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

- Played a key role in launching Drayup, Barsan's e-commerce platform for truck yard rentals and storage, by building its data infrastructure and 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.
- Partnered with finance to model cost-per-shipment and analyze budget gaps, driving pricing and savings strategies.
- 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.
- Supported Descartes systems for ISF and AMS filings, ensuring accurate customs processes and reliable data exchange.
- Served as key liaison with Netchb, resolving customs system issues and ensuring data compliance.
- 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.

Logistics Manager - Import/Export Specialist (Nov 2017 - Mar 2022) | Barsan Global Logistics Inc., New York, NY

- Managed department budget and oversaw logistics operations supporting \$10M+ in annual shipment value across air, ocean, and domestic transport.
- Cut freight costs by 15% through vendor negotiations and smart contract management.
- Worked cross-functionally with sales, finance, and warehouse teams to align logistics planning with customer needs and financial goals.

Software Support and Training Specialist (Feb 2015 – Aug 2017) | Protel A.S. – Istanbul, TR

- Provided on-site and remote technical support for restaurant and retail clients using Oracle Micros POS systems.
- Managed and optimized Oracle databases, ensuring system reliability and data integrity.
- Developed custom reporting templates and troubleshooting procedures for business users.
- Trained end-users on system functionality, software upgrades, and troubleshooting best practices.

Education

Certificate in Data Science - 2020: Rutgers University, Jersey City, NJ

Certificate in CompTIA A+ - 2019: Technical Institute of America, NYC, NY

Bachelor of Business Administration | 2010-2014: Anadolu University, Turkey