

# KEMAL ALAEDDINOGLU - DATA SCIENTIST

Seattle, WA | (206) 661-8354 | kemal.alaed@gmail.com  
linkedin.com/in/alaeddinoglu | github.com/alaeddinoglu

<b>Languages</b>	Scientific Python (scikit learn, pandas, statsmodels), SQL, Scala
<b>Data Visualization</b>	Seaborn, Matplotlib, Tableau Public
<b>Machine Learning</b>	Neural Networks, (Tensorflow, Keras) Regularization with Lasso, Ridge, ElasticNet, Linear/Logistic Regression, kNN, Decision Trees, Bagging/Boosting Machine Learning Models, Hypotheses testing, cross-validation, bootstrapping, grid-search, Natural Language Processing (spaCy library)
<b>Programs</b>	Advanced Excel, PowerQuery, Spark (for big data)

## General Assembly Data Science Projects

- Lovelt!

A user friendly image classification platform that uses Convolutional Neural Network and TensorFlow library. Lovelt! helps people to choose the perfect gift for the loved ones. This is solo capstone project in data science boot camp.

- Ames, IA Housing Prices Prediction Model

Created linear regression models to predict the sale price of houses in Ames, IA and helping sellers to define optimum home prices. Developed multiple machine learning models using regularization to find optimum hyper-parameters in Python. Placed top three in [kaggle.com](https://www.kaggle.com) competition.

- Burger King McDonald's Prediction Model

Trained classification models to identify posts between Burger King and McDonald's subreddits with over 99% accuracy using Amazon AWS.

- ANOVA Hypotheses Testing

A/B testing conducted to measure the effect of different factors on individuals' reaction times. Two-Way ANOVA hypotheses test concluded that the cue type affects reaction time.

- SAT & ACT Analysis

Explanatory data analysis on SAT & ACT scores and participation rates. Using data for both tests in 2017 and 2018, investigated how the two tests and their components are correlated. Identified trends and anomalies and understood the events that can explain these data points.

## Experience

### Arcelik - Koc Holding - (Fortune 500)

Sr. Sales Analyst - International Sales & Marketing

Dec 2015 - Oct 2017

A leading European consumer goods manufacturer with annual revenues of \$ 5.5 billion. Brands: Beko (#2 brand in EU in 2018 by GFK Global), Grundig

- Conducted sales analysis and visualized financial data to extract actionable insight using Tableau Public
- Analyzed operational performance and decreased sales forecast deviation ratio - Mean Absolute Percentage Error (MAPE) from 17% to 14% in sales revenue in 2016

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- Optimized marketing campaign budget, and forecasting.
- Created 4% increase (Q3) in gross profit for profitable products by redesigning the product offerings
- Analyzed historical market data, identified actionable patterns and worked with product management team to improve existing products.
- Prepared analytical reports for business leaders to plan for long-term and short-term operations and presented at the required financial review meetings
- Built metrics to track and improve sales effectiveness and efficiency

Sr. Sales & Marketing Executive - International Sales

Jan 2012 - Dec 2015

- Managed sales and marketing operations of household appliances and consumer electronics in 10 MENA countries - understood distributor and customer needs and designed and sold solutions and products
- Designed marketing activities with Ogilvy, and TBWA -executed an event with **3,150** participants (see video at [youtube.com/user/kemalcn](https://www.youtube.com/user/kemalcn))
- Collaborated with team to win Consumer Category Golden Award over marketing projects from 31 countries and as a prize, our team was sent to Cannes International Festival of Creativity
- Increased sales revenue 70% in 2014 and 12% in 2015 and constantly increased market share
- Increased brand disposition and awareness from 52% in 2012 to 74% in 2015
- Worked with product team to change product mix resulting 200% in gross profit in 2014

## Education

**Data Science Immersive Bootcamp** - General Assembly, Seattle WA

**Master's in Business Administration** - New York Institute of Technology, New York, NY

**Bachelor's in Business Administration** - Istanbul University, Istanbul

An internationally recognized research university, the School of Business is an AACSB accredited school and was founded by Harvard Business School.