KEMAL ALAEDDINOGLU - DATA SCIENTIST

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SKILLS

Languages	Scientific Python (scikit learn, pandas, statsmodels), SQL, Scala
Data Visualization	Seaborn, Matplotlib, Tableau Public
Machine Learning	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)
Programs	Advanced Excel, PowerQuery, Spark (for big data)

RELEVANT PROJECTS

- LoveIt!   GitHub Repo

  A user friendly image classification platform that uses Convolutional Neural Network and TensorFlow library. LoveIt! helps people to choose the perfect gift for the loved ones.

- Ames, IA Housing Prices Prediction Model   GitHub Repo

  Developed multiple machine learning models using regularization to find optimum hyper-parameters in Python. Placed top three in kaggle.com competition.

- Burger King McDonald's Prediction Model   GitHub Repo

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

- PyDisaster   GitHub Repo

  Our team was tasked with creating a platform that will extract valuable geo-location information from user pictures.

- Wage Prediction   GitHub Repo

  Out of 3 rounds of 6 models, a random forest classifier returned 84% accuracy on the testing dataset.

- ANOVA Hypotheses Testing

  A/B testing conducted to measure the effect of different factors on individuals' reaction times.

- SAT & ACT Analysis

  Explanatory data analysis on SAT & ACT scores and participation rates. Identified trends and anomalies and understood the events that can explain these data points.

EXPERIENCE

Sharp Electronics Corporation

Sr. Sales Executive   April 2019 - April 2020
- Restructured salesforce dashboard metrics - developed, and ran analyses and reports to monitor KPIs
- Demonstrated document management technologies to C level executives and built rapport

Inspirage, LLC

Revenue Accountant   May 2018 - April 2019
- Reviewed and analyzed client contracts to determine accounting processes
- Streamlined Days Sales Outstanding (DSO) processes aligning finance department goals and KPIs - Current/AR ratio increased 7% in 2018 H2

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 analysis on historical market data, identified actionable patterns and worked with product management team to improve existing products
- Analyzed operational performance and decreased sales forecast deviation ratio - Mean Absolute Percentage Error (MAPE) from 17% to 14%
- Built metrics to track and improve sales effectiveness and efficiency resulting 4% increase (Q3) in gross profit in small appliances category
- Using data visualization tools, prepared analytical reports for business leaders to plan for long-term and short-term operations and presented at the required financial review meetings

Arcelik - Koc Holding - (Fortune 500)

Sr. Sales & Marketing Executive - International Sales   Jan 2012 - Dec 2015
- Managed sales and marketing operations of 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) resulting 22% increase in brand awareness (from 52% to 74%)
- 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

EDUCATION

Master of Business Administration - New York Institute of Technology, New York, NY
Bachelor of Business Administration - Istanbul University, Istanbul
Data Science Immersive Bootcamp - General Assembly, Seattle, WA