Kemal Alaeddinoglu

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An exceptional problem solver with data analyzing experience in a Fortune 500 company, business sense and an MBA degree

Technical Aptitudes

Programming: SQL, Python, Scala (Apache Spark)
Data Science Packages: Pandas, Numpy, Scikit-learn, TensorFlow, NLPTK, statsmodels
Machine Learning Algorithms: Classification (Naïve Bayes, KNN, SVM, Decision Tree, Random Forest, etc.), Regression (Linear, Multiple Linear, Ridge, Lasso, Random Forest, SVR, etc.), Clustering (K-Means, DBSCAN), Deep Learning (RNN, CNN), NLP

Work Experience

General Assembly | Data Science Fellow | April 2020 - July 2020
- Collected and manipulated data (Python, Pandas) and created compelling visualizations
- Built and implemented appropriate machine learning models and algorithms using SQL and Python
- Completed 20 labs and 6 project presentations in immersive bootcamp training with 480+ hours
- Collected, extracted, queried, cleaned and aggregated data for quantitative analysis using SQL and Python

Sharp Electronics Corp. | Senior Sales Analyst - Account Executive | Bellevue, WA | April 2019 - April 2020
- Restructured salesforce dashboard metrics - developed sales and marketing analyses and reports

Inspirage, LLC | Collections Analyst | Bellevue, WA | May 2018 - April 2019
- Streamlined days sales outstanding (DSO) processes aligning finance department goals and key performance indicators - Current/AR ratio increased 7% in 2018 H2
- Curated and analyzed data, reported the strategic findings to finance team leaders

Arcelik, AS (Koc Holding, Fortune 500) | Senior Analyst | Istanbul, Turkey | January 2012 - October 2017
- Built metrics to track and improve sales efficiency resulting in a 4% increase in gross profit in small appliances category
- Conducted product and pricing analysis on market data, identified consumer insights and worked with finance and marketing teams to design product strategy and improve metrics using ETL in MySQL
- Analyzed operational performance on MS Excel and SQL, and decreased sales forecast deviation ratio - from 17% to 14%
- Built tools, dashboards, reports to simplify day to day work of the product teams using Tableau Public
- Took hypothesis driven initiatives to solve complex marketing problems resulting in a 22% increase in brand awareness

Project Experience

LoveIt! Gift Recommender | GitHub Link | July 2020
- A user friendly gift recommendation app that uses Convolutional Neural Network, TensorFlow, Flask libraries and HTML
- LoveIt! helps people to choose the perfect gift for their loved ones.

PyDisaster Crowdsourcing (collaboration project) | GitHub Link | June 2020
- A machine learning model that extracts valuable geo-location data from user pictures in case of a disaster

SAT Exam Data Analysis | GitHub Link | May 2020
- Explanatory data analysis on SAT & ACT to make recommendation to the College Board

Burger King vs McDonald's Prediction Model - NLP project| GitHub Link | May 2020
- Trained classification models to identify posts between Burger King and McDonald's subreddits with over 99% accuracy

Education

New York Institute of Technology | Master of Business Administration - MBA in management | New York, NY

Istanbul University | Bachelor of Business Administration | Istanbul, Turkey

General Assembly | Data Science Immersive Bootcamp