

# 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

- Lovelt! [github.com/alaeddinoglu/Lovelt](https://github.com/alaeddinoglu/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.

- Ames, IA Housing Prices Prediction Model [github.com/alaeddinoglu/Nostradamus\\_Research\\_Company](https://github.com/alaeddinoglu/Nostradamus_Research_Company)

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 [github.com/alaeddinoglu/McDonalds-vs-BurgerKing](https://github.com/alaeddinoglu/McDonalds-vs-BurgerKing)

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

- PyDisaster [github.com/alaeddinoglu/PyDisaster](https://github.com/alaeddinoglu/PyDisaster)

Our team was tasked with creating a platform that will extract valuable geo-location information from user pictures. Crowdsourcing damage photos were analyzed using Python Image Library and Flask.

- Wage Prediction [github.com/alaeddinoglu/Hackathon-Good-Fast-Cheap](https://github.com/alaeddinoglu/Hackathon-Good-Fast-Cheap)

Our team was tasked to use a large dataset with 32,561 rows and 14 columns to train a prediction model. 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. 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. 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

### Inspirage, LLC

Revenue Accountant

May 2018 - April 2019

### 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
- 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

### 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](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

## 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