



## Seda ASLAN

DATA ANALYST

### Details

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- [Portfolio](#)
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### Education

#### Industrial Engineering, Okan University, Istanbul

SEPTEMBER 2011 — JUNE 2016

### Courses

#### Data Analytics, Careerfoundry

NOVEMBER 2022 — PRESENT

#### Woman in Tech Bootcamp, Accenture Baltics

SEPTEMBER 2019 — DECEMBER 2019

### Tools/Skills

Tableau  
Python  
Pandas  
NumPy  
Seaborn  
Matplotlib  
SciPy  
Jupyter  
SQL  
PostgreSQL  
Git  
Microsoft Excel

### Languages

Turkish – Native  
English – B2  
German – A1

### Profile

A former industrial engineer turned Data Analyst and a strong foundation in Tableau, Python, SQL, and Excel. With a background as a production engineer and junior software developer, who excels at optimizing processes and paying attention to the finer details. Passionate about using data insights to make important decisions and contribute to business success.

### Projects

#### Instacart Customer Analysis | Python (Pandas, Matplotlib), Jupyter, Excel

- Working with a large-scale dataset of over 30 million records, I aimed to determine the busiest days and hours to optimize ad scheduling and identify peak spending times.
- I analysed customer segments, time-based store performance, and product performance. I applied data wrangling, quality checks, merged datasets, conducted statistical analysis, and created data visualizations using Python with Matplotlib and Seaborn.
- I discovered the best-performing products at specific times of the day, improving ad performance and enhancing customer loyalty.

#### Influenza Season in the USA | Excel, Tableau

- Working with a dataset of over 66 thousand records, I aimed to identify the most impacted states during Influenza Seasons to facilitate successful medical staffing.
- I analyzed the dataset to identify risk groups, their populations, and the duration of influenza seasons. This information provided clear guidance for staffing each state to meet medical support demands effectively.
- Through data cleaning and addressing limitations, I established risk groups by age, calculated group populations in each state, and determined influenza season durations. These insights support informed medical staffing decisions.

#### Rockbuster, Video Rental | PostgreSQL, Tableau

- Analyzing a dataset of 5 thousand records, I sought to determine which movie categories drove the highest and lowest revenue and whether sales varied across geographic regions.
- I utilized data cleaning, table joins, advanced filtering, common table expressions, and subqueries to address this challenge.
- I identified the most popular movie genres and high-demand regions, providing insights for targeted investments in specific genres and regions to maximize revenue.

### Employment History

#### Junior Software Engineer at Accenture Baltics, Riga

JANUARY 2020 — JUNE 2020

- As a Junior Software Engineer on the platform team, I was tasked with maintaining Elastic Search clusters for smooth operation.
- My responsibilities included updating clusters, managing certificates, and resolving issues based on logs. I extended or fixed the infrastructure codes, and pipelines.
- I contributed to the reliable operation of Elastic Search clusters by fulfilling these responsibilities.

#### Production Engineer at Egebant, İstanbul

SEPTEMBER 2016 — MAY 2019

- Upon graduating, I started as a Production Engineer, tasked with optimizing production processes.
- I excelled in production management, creating plans, monitoring productivity, and conducting cost-efficiency analyses. I actively improved processes using problem-solving skills.
- I streamlined operations and enhanced overall productivity, contributing to process improvement initiatives.