

İLYAS ATAHAN ÇALIŞKAN

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EDUCATION

ISTANBUL TECHNICAL UNIVERSITY

Bachelor of Science in Industrial Engineering, Faculty of Business Administration

Istanbul, Turkey

2020-2025

- GPA: 3.08 / 4.00
- Relevant Coursework: People Analytics, Marketing & CRM Analytics, Decision Theory
- Thesis: Data Mining for Performance Analysis in Turkish Süper Lig (10 seasons) - Applied predictive modelling, pattern extraction and advanced performance metrics using Python on large-scale match datasets.

EXPERIENCE

NIKE - Global leader in athletic footwear, apparel, and sports equipment, serving athletes*

Istanbul, Turkey

Logistics Analyst

2025

- Ensured operational continuity for 61 retail doors by leading stock accuracy, inbound/outbound flows, and x-dock execution.
- Managed returns from partners within contractual allowance limits and created an allowance tracking dashboard.
- Executed SAP-driven stock adjustments, order creations, and corrections to maintain accurate inventory visibility and operational continuity.

Retail Sales Intern

2023-2024

- Conducted weekly business performance analysis to highlight risks and opportunities, delivering data insights that guided merchandising teams in optimizing assortment and sales strategies.
- Built an Excel–Tableau reporting system enhancing performance tracking across 54 retail stores, and supported the launch of 2 new doors aligned with global retail expansion goals.
- Managed the company's internal communication platform for all-employee meetings; designed event visuals using Photoshop and Canva, increasing engagement and communication effectiveness.

NESINE - Leading sports-betting company in Turkey

Istanbul, Turkey

CRM Intern

2024

- Led KPI monitoring and strategic improvement initiatives, contributing to a 150% market share increase for atyarisi.com through revenue modelling, expense optimization, and data-driven forecasting.
- Designed and executed segmented marketing campaigns, leveraging behavioral insights to improve customer engagement, acquisition, and retention.
- Built a user-centric statistical product enriched with advanced racing metrics and interface logic, enabling bettors and stakeholders to make more informed, data-backed decisions and enhancing the platform's competitive positioning.

KPMG - Big Four consulting firm specializing in audit, tax, and advisory services

Istanbul, Turkey

Data Analytics & Digital Advisory Trainee

2022-2023

- Served as Scrum Master in a Data Flow transformation project for a major Iraqi telecom operator, driving Agile ceremonies, backlog governance, and cross-functional coordination that improved execution efficiency by 45%.
- Supported an internal data monetization initiative by leveraging generative AI to model customer reactions and identify revenue-expanding use cases, contributing to predictive insights for strategic decision-making.

LEADERSHIP & ACTIVITIES

ITU INDUSTRIAL ENGINEERING SOCIETY (ITUEMK)

Istanbul, Turkey

One of Turkey's most active business and career clubs.

Vice President

2022-2023

- Directed annual strategic planning, budget allocation and event management, supporting the execution of 12 large-scale professional events in coordination with agencies and corporate partners.

Social Activities Committee Leader & Responsible for Internal Relations

2021-2022

- Led organization of 25+ online/offline events, managed sponsorship relations, supervised two sub-branches, oversaw internal communications and social media presence.

PERSONAL INFORMATION

- Proficient in MS Office, Python, SQL, AutoCAD, Adobe Photoshop, SPSS and SAP.
- Fluent in Turkish (Native) and English (Advanced), with basic proficiency in French and German.