

BEGUM BOZOGLU

 [LinkedIn](#) |  +90-534-072-3700 |  Istanbul, Turkey |  [Medium](#) |  begumbozoglu1998@gmail.com |  [GitHub](#)

Skills

- Python | SQL | Qlik Sense | CRM | Tableau | ETL | DWH | Power BI | Excel | Oracle | Snowflake | Git | Business Intelligence | Data Science
- GCP | Azure | Hadoop | Airflow | Pyspark | DBT | Data Migration | Data Analysis | Agile | Scrum | Big Data | Banking | ML | API
- Legal Reporting AB Testing | SSIS-SSRS | Microsoft Platforms | Statistics | Jira | English, Turkish – *All professional proficiency or above*

• Experience

Data Analyst

Booking.com (via Adesso Turkey)

Istanbul, Turkey 01/2025 - Present

- Taken part in Booking.com's cloud migration project where existing Tableau dashboards were transitioned from on-premise Hadoop-based data sources to Snowflake. Collaborated with data engineers and stakeholders to understand dashboard logic and resolve discrepancies during migration.
- Replaced all legacy Hive-based data sources (**~20 dashboards**) with Snowflake equivalents, ensuring uninterrupted reporting functionality. Identified, analyzed, and mapped approximately 25 core Snowflake tables that aligned with the logic of previous Hadoop-based data models.
- Rewrote and optimized over **50 complex SQL queries** used in Tableau dashboards to ensure compatibility with Snowflake syntax and improve query performance by up to **30%**.
- Conducted comprehensive validation and testing to compare pre- and post-migration outputs, ensuring **95%** accuracy and consistency across all dashboards.

Data Analyst - BI Developer

Intertech

Istanbul, Turkey 12/2021 - 01/2025

- Worked with the sales department, helped to reduce the loss rate by **27%** by preparing the dashboard and highlighting of the customers that given promotion but lost.
- Developed and managed reporting for a KPI program using PowerBI, SQL, and Excel, resulting in approximately **60 hours** of monthly labor saved.
- Implemented an automated end-to-end reporting process in PowerBI, resulting in a reduction of **80 hours** of manual work per month.
- Developed the data and reporting infrastructure from scratch using PowerBI and SQL, enabling real-time insights into product performance, marketing funnels, and successfully increasing the user base by **40%**.
- Analyzed data and presenting reports using statistical techniques. Worked as a **Scrum Master** of the team in agile environment.
- Took ownership of the MASAK legal reporting process by updating stored procedures and SQL scripts to track validation results, correct and resend failed records, and archive corrected entries for audit compliance. Collaborated with developers to implement logging and notification systems, enhancing visibility and reducing manual follow-up

Specialist

Turkish Technic

Istanbul, Turkey 11/2019 - 11/2021

- Acted as key user in the implementation of Icron for aircraft maintenance planning, reducing manual workload by **30%**.
- Analyzed planning data and built Qlik Sense dashboards, increasing organic reach by **14%** in 2 months.
- Participated in end-to-end process optimization involving 10+ departments, reducing paperwork by **75%**.

Education

Bachelor of Science

Istanbul University

Istanbul, Turkey

09/2016 - 06/2020

- **Industrial Engineering** : Data Structures, DB Management System, ML, OOP, Mathematics, Linear Algebra, Probability, Mysql

Bootcamp Participant

Miuul

Istanbul, Turkey

01/2023 - 05/2023

- **Data Science and Machine Learning**: EDA, CRM Analytics, Feature Engineering, RFM & Churn Analysis, CLTV Prediction

Projects

- **Miuulib**: A Python-based recommendation system that allows users to take suggestions based on their past book choices and discover similar books. It utilizes TF-IDF, Cosine Similarity, and Streamlit UI.

Mentorship

- **Miuul**: Mentored Data Science & ML Bootcamp students, provided technical and career guidance. **12/2023 - 06/2024**
- **Speak**: Taught Turkish and English to international learners via online sessions. **04/2020 - 12/2022**