Barış Serhat Kaplan

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GitHub | LinkedIn | Portfolio

Education

Sabancı University   September 2021 – June 2026

- Bachelor of Computer Science & Engineering / Minor of Business Analytics
  - Full Merit Scholarship
  - CGPA: 3.42

Experiences

Beko Corporate

Trainee Engineer   September 2025 – Present

- Data Science R&D. I developed automated digital data analysis tools about accelerating process management, reducing labor and increasing productivity for the CTP department.

R&D Intern   July 2025 – September 2025

- I developed Data Interfaces for increasing usefulness of Beko Assessment Data with Python, React, and Streamlit.

Projects

These are selected projects for my resume you can see all from my GitHub and Portfolio

Influencer Sponsor Detection   December 2025

- Developed a regex algorithm that automatically detects and identifies sponsor brands in influencer videos by analyzing descriptions using text processing, rule-based scoring, and link analysis. https://barisserhatkaplann.vercel.app/bsa/influencer-sponsorship-analysis

Social Media Sentimental Analysis   January 2026

- Developed a sentimental analysis model with strict rules, handling sarcasm and emoji understanding. Useful tool for social media comment analysis. https://barisserhatkaplann.vercel.app/bsa/yorum-ve-trend

Research

- **Can you make it even more sustainable?**   May 2024
  - Researched U.S. environmental performance and emission trends, focusing on EPI scores, data and sustainability challenges and proposed policy solutions.

Data Science Projects

- **Inflation and Stock Prices Analysis**
  - Analyzed U.S inflation and Apple Stock Prices correlation by using machine learning models such as kNN and Decision Trees.
- **Tanzania Pump It Up**   June 2025
  - Built machine learning models in R to classify the functionality of water pumps in Tanzania based on real-world data for Data Driven Competition.
- **Hidden Markov Pos Tagger**
  - Built an HMM-based POS tagger from scratch on Turkish UD treebanks, achieving 90%+ accuracy.
- **Smile Detection**
  - Trained and fine-tuned, with different techniques, a VGG16-based CNN for facial attribute (smile) classification on the CelebA dataset, achieving 91% test accuracy using transfer learning.
- **Political Evasion Detection**   January 2026
  - Trained and fine-tuned deberta_large and qwen1.5 models for classification of political questions and answer pairs. Handling class imbalance problems and achieving %65+ test accuracy.
- **Turkish Sentimental Analysis Finetuning**   December 2025
  - Compared encoder-only, decoder-only (LoRA-adapted), and encoder–decoder models for Turkish sentiment analysis, achieving 0.92 F1 with BERTurk.

Web Projects

- **Web Modelling**
  - Bezier Curves and NRP Shaders Modeling
  - Heightmap Terrain Generation
- **Odus Website**
  - Odus Digital website designing. https://odusdigital.com
- **Land of Burger Website**
  - Land of Burger website designing. https://landofburger.vercel.app/
- **Cevap42 Podcast Website**
  - Cevap42 Podcast website designing. https://cevap42.vercel.app/

Skills

- **<u>Programming</u>**
  - Python, R, SQL C++, Java, Html5, CSS, JavaScript, TypeScript, React
- **<u>Computing</u>**
  - Microsoft Excel, Power BI, Tableau
  - Adobe Photoshop, Adobe Premier Pro,
- **<u>Languages</u>**
  - Turkish (Native) | English (Fluent)
- **<u>Soft Skills</u>**
  - Leadership and collaboration, analytical thinking, adaptability to rapidly changing technologies, problem-solving, creativity and innovative mindset

Certificates

- **<u>Software Technologies and Artificial Intelligence – Gen Academy</u>**   July 2025
- **<u>Agile 101 – Softtech</u>**   May 2025
- **<u>Full Python Course Beginner to Advance – Udemy</u>**   February 2024
- **<u>Fresh Start – Beko</u>**   September 2025

Activities

- **<u>Brand Consulting | Product Management</u>**   February 2020 - Present
- **<u>Creator of Cevap42 Podcast</u>**   March 2023 - Present
- **<u>Student Mentorship</u>**   March 2024 – June 2025
- **<u>Sabanci University – CIP Sustainability Podcast</u>**   May 2022