

Bekir Arslan

I'm a data analyst focusing on product management and growth hacking who love visualization and storytelling.

mail@bekirarslan.com | [bekirarslan.com](https://www.bekirarslan.com) | +905054548964

SKILLS AND DOMAIN KNOWLEDGES

Data Analytics, Business Intelligence, Data Driven Product and Growth Management, Data Visualization, Data Storytelling, Digital Marketing, Search Engine Optimization (SEO), App Store Optimization (ASO), A/B Testing.

TECH STACK

Google Cloud Platform, SQL, Python, Google BigQuery, Google Analytics, Google Tag Manager, Google Optimize, Firebase, Google Data Studio, Tableau, Power BI, Looker, Qlik, AppsFlyer, Data.ai, MobileAction, SensorTower, Semrush, Git, Atlassian Apps (Jira, Confluence, Trello etc.)

WORK EXPERIENCE

Associate Principal Digital Services Product Growth and Data Analyst — Turkcell

Jun 2022 - Present

- Working for Turkcell's digital services and solutions as a product growth and data analyst.
- Analyzing business needs, creating data insights and customer segmentations, collaborating and communicating with product teams for data driven decision making as a member of Strategy, Growth & Analytics team of Turkcell's digital services and solutions. (TV+ and Fize: video streaming & music services, BiP and BiPMeet: message & meeting services, Lifebox: cloud storage service, Yaani: search engine & mailing service, Dergilik and GollerCepte: entertainment services, GAME+: cloud gaming.)
- Working with data-driven way to growth teams of Turkcell's digital services and solutions which consist of content, product, data, sales, marketing, social media members.
- Working together analytics team members using data-driven product and growth management workflow.
- Analyzing, tracking user behavior and customer journey. (AAARRR Pirate Funnel, App Remove, Retention, Churn, Customer Lifetime Value etc.)
- Improving customer journey using User Interface (UI), User Experience (UX), Search Engine Optimization (SEO), App Store Optimization (ASO) and push notifications.

Lead Data Analyst — TRT World

Apr 2022 - Jun 2022

- Analyzing business needs, creating data insights and collaborating with product teams.
- Creating workshops to determine product OKRs and KPIs.
- Researching for better data infrastructures and collaborating with data engineers for improve to data pipelines.
- Mentoring with data-driven way to growth teams of digital products which consist of content, product, data, marketing, social media members. (TRT's apps that 7M+ users downloaded.)
- Working together team members with data-driven product and growth management workflow.
- Organizing 1:1 meetings with team members and assigning to tasks using Jira.

Product Growth and Data Analyst — TRT World

Nov 2020 - Apr 2022

- Writing SQL queries for data insights using cloud systems.
- Creating data insights about social media platforms, products, apps and websites usage for digital teams.
- Analyzing and tracking user behaviors. (AAARRR, App Remove, Retention, Churn etc.)
- Building dashboards in visualization tools. (Python, Tableau, Power BI, Looker, Google Data Studio etc.)
- Mentoring and managing with data-driven way to growth teams of digital products which consist of content, product, data, marketing, social media members. (TRT İzle: Netflix-like vod app that 5M+ users downloaded, TRT Dinle: Spotify-like sound app that 600K+ users downloaded and TRT Bil Bakalım: Mobile game app that 2M+ users downloaded.)
- Collaborating between business owners and prioritizing data driven growth backlogs instead of product development backlogs.
- Guiding the teams to determine KPIs and creating workshops. (North Star Metric, Finding Aha! Moment etc.)
- Organizing weekly growth sprint meetings and producing, building data driven growth ideas, tactics, experiments.
- Creating user based A/B testings using Google Optimize etc.
- Improving user journey in User Interface (UI), User Experience (UX), Search Engine Optimization (SEO), App Store Optimization (ASO) and push notifications.

- Guiding the teams for producing and building digital marketing campaigns. (Facebook, Google, Twitter, Apple Search Ads etc.)

Business Intelligence and Data Analyst — IHH Turkey

Jan 2017 - Nov 2020

- Data governance strategy development.
- Information and data warehouse management.
- Data analytics, visualization and storytelling.
- Business intelligence management.
- Customer experience management.

Senior Publications Reporting Editor — IHH Turkey

Nov 2013 - Dec 2016

- Reporting and content editing for project management.
- Data visualization and storytelling.
- Content and digital marketing.
- Search Engine Optimization (SEO).
- UI designing, UX management.

EDUCATION

Computer Education and Instructional Technologies

2004 - 2008

- Anadolu University, Eskisehir (Bachelor's Degree)

LANGUAGE

- Turkish (Native)
- English (B2 Degree)

MEMBERSHIP

- Data Literacy Association, 2019 - Present, (voyd.org.tr)

LINKS

- Blog - bekirarslan.com
- Twitter - twitter.com/bkrsln
- LinkedIn - linkedin.com/in/bkrsln
- Medium - medium.com/@bekirarslan
- Github - github.com/bkrsln