Bugra Alp Nas

SALES & BI DATA ANALYST

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Objective

I'm a Sales & Business Intelligence Analyst skilled in turning complex data into clear, actionable insights. With strong expertise in Power BI, SQL, and advanced Excel, I design automated dashboards, build KPI-driven reports, and optimize data processes to support smarter business decisions.

My experience in sales and retail analytics helps companies track performance, forecast trends, and improve profitability through data-driven strategies. I also utilize visualization tools, such as Tableau, to enhance the clarity and impact of my analytical output.

Experience

ANADOLU EFES | BI Data Analyst | January 2025 – August 2025

- Developed ETL/ELT pipelines using SQL, Python, and Microsoft Fabric Dataflows, processing 500K+ records daily across 15+ data sources aligning with modern data architecture concepts.
- Optimized database queries through indexing and partitioning strategies, achieving 60% faster report load times
- Collaborated with 8+ stakeholder groups to define KPIs and deliver self-service BI solutions, reducing ad-hoc report requests by 35% and improving data accessibility

KIGILI RETAIL | Sales Data Analyst | 2023 – 2025

- Built Power BI and Qlik dashboards tracking 50+ KPIs for 75+ retail stores, enabling performance monitoring and optimization through effective data visualization.
- Analyzed customer shopping patterns for 500K+ transactions, collaborating with tech teams to improve search algorithms and increase conversion by 12% through data-driven insights.
- Developed predictive models using Python (Pandas, NumPy, scikit-learn), reducing inventory overstock by 18%

LC WAIKIKI | Planning Data Analyst | 2020 – 2023

- Managed pre-season planning for international markets, coordinating financial sales forecasts, gross margin projections, and inventory plans totaling $10M+ annually, demonstrating leadership in financial planning.
- Partnered with Buying, Operations, and Logistics teams to develop merchandise demand plans supporting 4 seasonal launches annually, ensuring alignment with business objectives.
- Managed markdown strategies reducing excess inventory by 25% while maintaining sales targets

Education

Sakarya University, MS, Management Information Systems | 2023-Currently
Major: Machine Learning and Personalization of Gamification Techniques in Retail

Sakarya University, BA, Industrial Engineering | 2016-2020

Miuul, Data Science and Machine Learning Bootcamp | 2019

Skills

Python | MS-SQL | PowerBI | Tableau | Excel | ETL/ELT | Looker | Data Visualization | Power Query