

CENK KIRAN

Data Analyst & Analytics Engineer

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London, UK

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cenkkiran



PROFILE

Data Analytics Engineer with 4+ years of experience specializing in e-Commerce and SaaS domains. Expert in developing comprehensive data models, optimizing ELT pipelines, and implementing analytics solutions. Proven track record of increasing BI adoption by 250% and improving stakeholder self-service capabilities by 110%. Strong focus on scalable data architectures and data-driven decision making in fast-paced environments.

EXPERIENCE

Senior Marketing Data Analyst

Beauty Pie e-Commerce

May 2024 – Nov 2024

London, UK (Hybrid)

- Partnered across Growth, Retention, and Product teams to deliver dedicated analytics support, extract meaningful insights, and drive data-informed decision making
- Spearheaded the development of comprehensive marketing analytics dashboards and report-level semantic models, enabling real-time performance tracking and self-serve analytics capabilities for stakeholders across multichannel campaigns
- Engineered and executed business-critical A/B tests and experiments, providing actionable insights and strategic guidance that directly influenced core business decisions
- Led deep-dive analyses into retention challenges, extracting and implementing actionable data-driven strategies that directly influenced stakeholder decision-making
- Orchestrated churn prevention initiatives through comprehensive exploratory data analysis, working collaboratively with the data science team to develop predictive models and intervention strategies

Senior BI Analyst & Analytics Engineer

Comet ML SaaS

Apr 2022 – Apr 2024

NY, USA (Remote)

- Spearheaded the development of enterprise-wide ELT data pipeline using Fivetran, dbt, Segment, and Redshift, transforming raw data into actionable insights
- Engineered 170+ data models and implemented 110+ tests, ensuring data integrity across BI events, marketing technology, and stakeholder-ready data marts
- Achieved 250% increase in BI dashboard adoption and 110% improvement in stakeholder self-service capabilities through intuitive design and robust documentation
- Led the implementation of version control and documentation protocols for data transformation models, significantly improving data quality and team collaboration
- Designed and delivered intuitive dashboards for Marketing, Sales, and Product teams using Metabase and Amplitude, driving data-informed decision making
- Developed and executed strategic long-term BI roadmap in collaboration with CTO, aligning with product and engineering objectives

CORE COMPETENCIES



Technical Skills

Data Pipeline

- Data modeling design
- ELT implementation
- Data Testing & Validation
- Python for deep-dive & cleaning
- Version control

Analytics & BI

- Dashboard development
- Self-service enablement
- Experimentation:
 - Test design
 - Statistical evaluation
 - Impact analysis
- Deep-dive:
 - Root cause
 - Cohort analysis
 - Anomaly detection



Business Skills

Stakeholder Management

- Cross-functional collaboration
- Requirements gathering
- Data storytelling
- Training & mentoring junior analysts

Strategic Thinking

- Business Metrics definition
- KPI development
- ROI analysis

Project Leadership

- Agile methodologies
- Process optimization
- Resource planning
- Stakeholder alignment
- Change management

Marketing Data Analyst & Experimentation - Contractor

Gravity Road Agency

Jun 2021 – Oct 2021 London, UK

- Led data strategy initiatives for Foot Locker, implementing comprehensive A/B testing framework for performance-based social advertising
- Developed and executed control frameworks to optimize ROAS and improve sales performance through data-driven campaign strategies
- Conducted in-depth analysis of customer behavior and campaign performance to inform strategic decision-making and optimize marketing ROI

Senior Digital Analytics Consultant

Upwork Growth

Aug 2020 – Mar 2022 London, UK

- Provided strategic analytics consulting for eCommerce clients, start-ups, and scale-ups, focusing on data architecture and growth strategies
- Designed and implemented ELT pipelines and BI stacks using Fivetran, dbt, and Segment to enable data-driven decision making
- Created comprehensive growth strategies based on consumer journey analysis and data-driven insights
- Developed and optimized AARRR funnels resulting in significant improvements in conversion rates and customer retention
- Implemented sophisticated A/B testing frameworks to optimize user experience and increase conversion rates

Head of Growth & Data

Generation M

Jan 2010 – Jan 2020 Istanbul, TR

- Led digital transformation initiatives for major brands including Aeropostale, achieving 25% increase in social media engagement through strategic content initiatives
- Delivered 125% improvement in conversion rates for gaming client through systematic product page optimization and A/B testing
- Architected and managed comprehensive marketing technology stacks including CRM, DMP, and BI tools to create unified data pipelines
- Developed data-driven growth strategies resulting in measurable improvements in key performance indicators across digital assets
- Established and optimized multi-channel attribution models to improve marketing ROI and campaign effectiveness

Digital Marketing Manager

Mapplook

Jan 2009 – Mar 2010 Istanbul, TR

- Enhanced lead generation strategy across multiple channels, achieving 20% increase in monthly qualified leads
- Pioneered integration of Foursquare APIs into geolocation processes, improving location-based marketing effectiveness
- Drove 45% increase in web traffic through implementation of growth hacking techniques and optimization of digital marketing strategies
- Developed and executed comprehensive digital marketing campaigns resulting in significant improvements in user acquisition and engagement



Domain Expertise

Digital Analytics

- Attribution modeling
- Customer Journey analysis
- Product analytics

Growth

- Funnel optimization
- B2C/B2B strategies
- Retention modeling

Statistical

- A/B testing
- Hypothesis testing
- Segmentation

STACK

Data Warehouses:

Snowflake

Redshift

BigQuery

Clickhouse

Data Integration & Tracking:

Fivetran

dbt

Airflow

Census

Segment

GTM

Visualization:

Metabase

Tableau

Looker

Lightdash

Development:

Python

pandas

SQL

Git

Analytics:

GA4

Amplitude

EDUCATION

Data Analysis for Management

London School of Economics

2019 London, UK

BSc - Computer Science

Işık University

2006 Istanbul, Turkey

LANGUAGES

English ● ● ● ● ●

Turkish ● ● ● ● ●