

CEREN RUYA ERDEN

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SUMMARY

Data Analyst with 3 years of hands-on experience. Proficient in leveraging Excel, SQL, Power BI, and Python to extract, analyze, and visualize complex datasets. Problem-solver and a team player with critical-thinking skills, I have a proven track record of deriving actionable insights with attention to detail. Seeking a challenging role where I can apply my analytical skills and contribute to organizational success through data-driven decision-making.

EDUCATION

Master of Science in Data Analytics, Nova Southeastern University
GPA: 3.97

08/2021 – 06/2023 | FL, USA

Bachelor of Engineering in Mathematical Engineering,
Yildiz Technical University

09/2013 – 05/2019 | Istanbul, Turkey

SKILLS

Microsoft Excel | SQL | Python | Power BI | Qlikview | Tableau | MATLAB | Teradata | Caseware Idea
Knime | DAX | C | C# | Git | ETL Processes | Data Mining | Data Warehousing | Machine Learning

PROFESSIONAL EXPERIENCE

Data Analyst, Migros

04/2020 – 07/2021 | Istanbul, Turkey

Migros stands as the leading company in the Turkish retail sector, with over 2000 stores across the nation.

- Utilized data analysis techniques to proactively identify potential operational fraud, resulting in successful strategies for mitigating financial risk.
- Compiled and analyzed data, leading to a 30% reduction in errors and improved operational efficiency.
- Automated daily audit reports, reducing manual effort by 50% and enhancing workflow efficiency.
- Developed Python algorithms for fraud detection, reducing financial risk and enhancing organizational security.
- Collaborated with Agile teams to implement system enhancements, resulting in a 30% decrease in false positives.

Data Analytics Specialist, Multinet Up

07/2019 – 04/2020 | Istanbul, Turkey

Multinet Up is the largest meals and shopping voucher and prepaid card network in Turkey that provides Fintech solutions.

- Transformed QlikView dashboards into dynamic Power BI reports, increasing report accessibility.
- Developed custom Power BI dashboards for senior management, improving data-driven decision-making through improved KPIs.
- Crafted tailored reports using SQL and Power BI, enhancing data accessibility and overall efficiency.
- Collaborated with sales teams, reducing data-related inquiries by 40%.
- Conducted detailed expense forecasts, achieving a 10% reduction in expenses without sacrificing productivity.

Data Analytics Assistant Specialist, Multinet Up

08/2018 – 06/2019 | Istanbul, Turkey

- Automated monthly reporting using Excel and QlikView, reducing time spent and enhancing data accuracy.
- Created visually compelling dashboards, providing valuable insights for stakeholders.
- Supported cross-functional teams with ad-hoc data requests, creating customized SQL queries for timely information delivery.