YALIM DEMIRKESEN

Santa Clara, CA • 571-345-5177 • yalimdemirkesen@gmail.com • linkedin.com/in/yalimdemirkesen • github.com/demirkeseny

PROFESSIONAL EXPERIENCE

DATA SCIENTIST
Matterport, Sunnyvale, CA   *Jun 2019 – May 2020*

- Predicted Facebook conversions for different demographics by developing a *multiclass voting ensemble* including *SVM, Random Forest, XGBoost* and *AdaBoost* with an 84% accuracy (12% falling to the nearest class) | distributed the budget optimally among the Facebook campaigns with highest return utilizing a *Linear Programming* model, which generated the same amount of conversion for $30,000 less each month.
- Clustered accounts with free subscription based on engagement utilizing *k-means* | high-value customers are reached out to encourage converting to a paid subscriptions which increased monthly free-to-paid conversion from 4% to 8%; created a dashboard utilizing *Data Studio* for stakeholders to mine the data and check the KPIs.
- Prepared weekly presentations to C-level about the impact of COVID-19 on different industries utilizing *Bayesian structural time-series* models with *CausalImpact* package, which referenced by the Content Marketing Team.
- Forecasted revenue generation of paid subscriptions that converted from free accounts, with the error rate within 1% by using *Prophet*, *Holt-Winters*, and *SARIMA* which utilized by the Finance Team.
- Introduced and completed the migration to *SageMaker* and *S3* from local devices for the Data Science Team.

ANALYTICS INTERN
Lahey Hospital & Medical Center, Burlington, MA   *May 2017 – Sep 2017*

- Developed a dashboard about the costs of 120 types of chemotherapies which changed for each patient's condition and insurance; end-product is utilized by doctors to provide a price estimate during patient examination.

PRODUCT DATA ANALYST
Borda Technology, Istanbul, Turkey   *May 2015 – Aug 2016*

- Participated actively in the design and experimentation of Real-Time Tracking Screen which is used to track the RFID tags across the hospitals; as a result of *A/B testing* engagement of medical staff increased 13%.
- Introduced a product to check the downtime of hospital devices with RFID labels; completed feature optimization, metric and objective assessments, and testing in coordination with Software, Hardware, and Design Teams.

SUPPLY CHAIN ANALYST
Mercedes-Benz, Istanbul, Turkey   *Jun 2014 – May 2015*

- Gained 660 minutes/year for bus manufacturing by *sensitivity analysis* pinpointing bottlenecks in the spare tire stations.
- Accelerated the average preparation duration of warehouse vehicles by 17% through optimizing the allocation of more than 8,000 items in the warehouse by a *Linear Programming* model.

EDUCATION

DATA SCIENCE BOOTCAMP PARTICIPANT
General Assembly, Boston, MA   *Oct 2018 – Mar 2019*

- Built content, item, and user-based recommendation engines for goodreads.com users; predicted ratings, scaled from 1 to 5, with an RMSE score of 0.83 utilizing an *SVD* model.
- Developed a *Logistic Regression* model with a 72% accuracy that can detect the power outages from tweets for a non-profit client after converting the unstructured Twitter data to vectorized data by *TF-IDF*.

M.S. IN INDUSTRIAL ENGINEERING AND DATA ANALYTICS
Northeastern University, Boston, MA   *Sep 2016 – May 2018*

- Master's degree in Industrial Engineering with GPA 3.80 | Graduate Certification in Data Analytics with GPA 4.00.

B.S. IN INDUSTRIAL ENGINEERING
Sabancı University, Istanbul, Turkey   *Sep 2011 – May 2015*

- President of the student club Tea Talks with CEOs; organized events around the world with leading businesspeople.

ADDITIONAL INFORMATION

SOFTWARE: Python, R, MySQL, AWS, Google Data Studio, Looker, CPLEX.

LANGUAGES: Turkish | German: Co-Founder of Boston German Club (+1000 members).

EXTRACURRICULAR: Former Member of Turkish National Swimming Team | Current Triathlete Training for Ironman.