**SEZEN DUYGU CEREN**

**| Computer Engineer |**

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**Computer Engineering & M.B.A.-level educated,** passionate about data science, currently learning and implementing the skills that need to be a Data Scientist. Working with Machine Learning groups for projects and being a part of hackathons. Having a progressive and innovative with developing solutions to complex problems to meet high business expectations. Well-rounded, innovative, committed to continuously improving skills and processes. Enthusiastic, resilient, tenacious, adaptable, collaborative, curious, and flexible achiever with keen attention to detail.

**Specialties.** Python, Machine Learning, SciKit-Learn, NumPy, Pandas, Git

**Technologies**. C, C++, Unity3D, Blender, Power BI,

**Other Skills**: Problem-solving, Critical Thinking, Analytical Thinking, Team Player, Public Speaking, Community Organizing, Team Motivation, Leadership, Time management, Solution-Oriented

**Languages:** Turkish (Native),English (Professional Working Proficiency), German (Pre-Intermediate)

**EDUCATION**

**Master of Business Administration (M.B.A.)**, University of the West of Scotland, London, 2018

**Bachelor of Science (BS) in Computer Engineering**, Izmir University of Economics, Izmir, 2016

**TRAINING & CERTIFICATIONS**

**Deep Learning Türkiye,** AI Talent Programme Member, July- Present

**Kodluyoruz**, Applied Data Science Bootcamp, 2020

**Udemy**, Data Science and Machine Learning, 2020

**Datacamp**, Data Scientist with Python Track, 2020

**MMA Global & CDP**, Marketing Technology(MarTech) Foundations,2021

**Coursera**, Machine Learning, 2021(continuous)

**Coursera**, SQL for Data Science, 2021(continuous)

**WORK EXPERIENCE**

**Wunderman Thompson,** Istanbul, Turkey **April 2021 – Present**

Data Analyst (Full Time)

* Working in automotive industry. Contribute Customer Segmentation, Customer Insights,Predictive Analytics Projects.
* Identify , recommend and build appropriate data solutions to meet Client business needs.
* Support clients with ad-hoc analysis, automated dashboards and self-service reporting tools

**AIESEC,** Izmir, Turkey **Aug 2015 – Feb 2016**

Marketing Manager (Volunteer)

* B2B & B2C marketing for University students and Associations.
* Planning and implementing promotional campaigns, building collaborations with Izmir Universities.

**The State Supply Office of Turkey,** Izmir, Turkey **Jun 2015 – Jul 2015**

Database Analyst (Internship)

* Create MySQL code from data model and create database, in close coordination with developers.
* Create documentation for data flow processes.
* Modify and expand excel reports currently used within the company

**Eldor Corparations,** Izmir, Turkey **Jun 2014 – Jul 2014**

Software Developer (Internship)

* Working on SQL server, creating new tables for new messaging system called Net@pro with the aim to facilitate manual processes
* Collaborate and increase productivity on existing research projects

**PROJECTS**

| **Customer Churn Analysis** |  |
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***Technologies***: Python, Numpy, Pandas, ML

***Features***:Predict whether a customer is at risk to churn(leaving the company or not).

| **NLP - Twitter Sentiment Analysis** |  |
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***Technologies***: Python, ML, NLP

***Features***: Predict customer's sentiment (i.e.: whether their customers are happy or not). Training a Naive Bayes classifier to predict sentiment from thousands of Twitter tweets.

**Customer Market Segmentation**

***Technologies***: Python,ML

***Features***:Training unsupervised machine learning algorithms to perform customer market segmentation. (Apply k-means using Scikit-Learn and Principal Component Analysis (PCA) technique to perform dimensionality reduction and data visualization)

**INTERESTS**

* Running, Pilates, Postcard Exchange, Online Games