

EXPERIENCE

Data Scientist

June 2021 - Present

Hepsiburada - Growth Hacking and Data Science Team | İstanbul, TR

I've utilized my skills as a Data Scientist to drive growth through data analysis and machine learning. Specializing in SQL and data visualization, I have also taken the initiative to educate other employees, enhancing our company's overall data proficiency. I played a significant role in building the entire Data Science infrastructure of Hepsiburada, working closely with various teams and stakeholders to leverage big data platforms and conduct rigorous experiments that fuel strategic decisions and improve business outcomes.

- Made extensive use of big data tools such as Hive, GCP, Python, BigQuery, and SQL, harnessing vast quantities of online and offline data to inform growth strategies and decision-making across the Hepsiburada Group's customers and products.
- Utilized my expertise in data visualization to create strategy dashboards and charts, compiling market and customer insights to enhance data visibility and inform strategic direction across the company.
- Collaborated closely with data scientists, data engineers, growth hackers, marketing functions, business analysts, and product owners to analyze structured and unstructured data from the Hepsiburada ecosystem and external resources, uncovering valuable insights.
- Designed and implemented randomized controlled experiments and A/B tests, interpreted the results to draw meaningful conclusions, and communicated these insights effectively to other teams.
- Developed a range of customer segmentation algorithms to enhance the personalization of product, banner, and campaign rankings within the app, improving user experience.
- Led a Big Data Migration project, migrating data from Hadoop Hive to Google Cloud Platform's BigQuery, which improved cost efficiency, operations, and time management.
- Designed and implemented a highly personalized product recommendation system, contributing to a significant 120% increase in the conversion rate.

Data Analyst

June 2019 - June 2021

Koç Group - KoçAilem | İstanbul, TR

- Transformed raw demographic and transactional data into meaningful insights and actionable information, driving key metrics and improving strategies and operations.
- Spearheaded data engineering and analysis efforts, resulting in a 30% reduction in customer churn by identifying key factors impacting customer loyalty and designing retention strategies.
- Transformed raw demographic and transactional data into actionable insights, driving a 80% increase in customer loyalty and engagement through targeted campaigns and personalized recommendations.

EDUCATION

Boğaziçi University | Bachelor of Science in Management Information Systems

Sep 2014 - June 2021

SIDE PROJECTS

As an AI Enthusiast aspiring to be an AI researcher, I have devoted significant time to side projects that delve into generative AI. My fascination with this field has led me to explore and create projects that push the boundaries of current technology.

- **Personalized Image Generation with Stable Diffusion:** Explored the potential of image generation models, specifically stable diffusion. I fine-tuned these models to train on personal images, generating personalized 2D images. These were then converted into 3D models for use in AR and VR environments.
- **Langchain Applications:** Leveraged OpenAI models and other LLMs to develop the Langchain application, an innovative platform for text generation. This project involved complex tasks such as facilitating multi-document conversations, finding news about AI, and generating new articles based on recent news using LLMs.

SKILLS

Python | SQL | GCP | BigQuery | Data Visualization | Machine Learning | Generative AI | Data Analysis, | Data Modelling