EMRE OZDEMIR

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PROFESSIONAL EXPERIENCE

Zalando, Berlin
Dec 2019 – Present

Pricing Analytics Team Lead
I built and continue to lead a high-performing team of analysts (and indirectly, applied scientists) working primarily in the pricing domain at Lounge by Zalando, where I remain hands-on across strategic and operational activities. Beyond supporting commercial steering, I'm responsible for co-owning the strategic roadmap and leading various pricing initiatives, most important of which is the development of a demand-based price optimization product.

- Established the data foundation for pricing, aligning with data-producing teams, building curated data pipelines, and developing key metrics and documentation, enhancing data consistency and accessibility
- Developed and maintained dashboards and reports to track business performance, provide insights into commercial initiatives, and identify new growth opportunities for the business and the price optimization product
- Owned the roadmap and evaluation of the price optimization product, which includes determining the milestones, evaluation metrics and criteria as well as designing, running, monitoring and analyzing pricing experiments

SnA Consulting, Istanbul
Sep 2017 – Dec 2019

Consultant
Provided day-to-day analytics consulting support for major Telco in Turkey

- Built regression and decision tree models using SAS to predict churn, upsell & prepaid to postpaid switch potential of 30M subscribers, and oversaw the successful operational implementation from start to finish, generating $15M+ incremental revenue
- Performed analyses on customer behavior, to develop better targeting strategies and to measure effectiveness of various marketing campaigns. Presented findings that helped guide the decision-making of management
- Guided client teams and oversaw implementation of data mining techniques (including recommender systems, clustering, frequent path & association analyses) for a newly-developed streaming-analytics platform

Nielsen, Istanbul
Oct 2014 – Jul 2017

Senior Analyst
Provided actionable insights and recommendations on marketing strategies to major FMCG companies operating in the EMEA region through analysis of Nielsen data in SAS

- Performed analyses to assess in-store activities, sales concentration along distribution channels and to inform pricing and assortment strategies
- Refactored code and standardized analytics solutions, reducing the time required to complete analytics projects by as much as 50%. Presented to management and guided Analytic Consulting teams in Poland and Turkey to successful implementation
- Coached team members and oversaw their work and communication with clients to ensure high-quality output

SKILLS

Computer: SQL, Tableau, Python, Databricks, MS Office, SAS

Language: Turkish (Native), English (Fluent), German (Intermediate)

EDUCATION

2009-2014
Sabancı University, Istanbul (GPA: 3.48/4.00. 66% Merit Scholarship)
- BS in Industrial Engineering
- Deloitte Education Foundation Scholarship (monthly stipends)

OTHER EXPERIENCE

Deloitte Consulting, Madrid & Istanbul
Summer, 2014

Consulting Intern
- Selected from among hundreds to participate in an internship program in Madrid. Contributed to project to adapt the business processes of a major insurance company to EU standards
- Oversaw a survey and leveraged data obtained to contribute to publish a report on trends and prospects in the country's e-commerce market

INTERESTS

Playing soccer, sailing, rowing. Reading, writing about, and discussing the intersection of history, politics and international affairs