Kaan Aydın Kagithane • Istanbul, 34413 Turkey • kaan.aydinn@outlook.com• +90 543 895 05 71

Education

Boğaziçi University Istanbul, Turkey
Bachelor's Degree, Management Information Systems, 3.19/4.0 Grad: June 2025
  We've covered marketing, economics, accounting, statistics and data mining, database design, project management, strategic management, entrepreneurship classes and more.

Hochschule Hannover Hannover, Germany
Erasmus+ Exchange, Business Information Systems March 2024 – July 2024
  We've covered operations research, sustainable management from a business perspective, project management and more.

Experience

BAT Türkiye Istanbul, Turkey

TM&D, Systems and Planning Intern July 2024 – To Date
- Supported the planning, execution, and evaluation of sales events, contributed to obtaining the best insights from the results.
- Gained comprehensive exposure to FMCG operations, observing the entire product journey from production to distribution and post-sales activities, which improved my understanding of process efficiencies.
- Provided data insights using SAP's Business Objectives tool, enabling other departments to make informed strategic and operational decisions.
- Worked with the systems and planning team to develop practical solutions and streamline workflows, supporting operational efficiency and cross-functional collaboration.

Adin.Ai Istanbul, Turkey
Data Analysis Intern October 2022 – December 2023
- Joined the Adin.Ai team in the early stages of the company and observed the organizational building processes, gaining insights into the processes and strategies involved in establishing a new organization.
- Initially worked within the marketing team, which provided a solid understanding of digital marketing principles before transitioning to a data analysis role.
- Developed knowledge of key digital marketing terms and concepts through research using Interactive Advertising Bureau (IAB) resources, created content for marketing efforts.
- Gained practical experience in setting up Google Analytics trackers for websites, enabling effective tracking of key performance metrics.
- Generated insightful reports analyzing website traffic and user behavior, supporting data-driven decision-making for marketing strategies and overall business growth.

Leadership & Activities

NEXSTER Entrepreneurship Center Hannover, Germany
MINTx Award, Winner June 2024
- Participated in NEXSTVENTURE, the largest inter-university entrepreneurship education event in Northern Germany, organized by NEXSTER, where teams developed various business ideas.
- Collaborated on an application aimed at identifying errors and missing information in visa documents while ensuring data confidentiality.
- Created a development pathway for the application to guide its implementation.
- Conducted market research to assess user needs and opportunities related to the application.
- Presented our idea on the stage to a jury that included the Secretary of State and earned a spot in the MINTx Kickstart Programme, which provides financial support of up to €7,500 for selected teams

Compec - Boğaziçi University IT Club Istanbul, Turkey
Data Science Team Leader June 2022 – May 2023
- Contributed to organizing the Boğaziçi Datacamp Data Science Summit as a leader of the data science team, taking part in the planning and execution of the event.
- Engaged in promotional activities and secured sponsorship agreements with various companies to support the summit's success.
- Experienced the rewarding outcome of attracting over 500 participants, creating a platform for discussions within the data science community.

Skills & Languages

Technical: Microsoft Excel, Microsoft PowerBI, SPSS, Google Analytics, SAP BusinessObjects, Microsoft Access, Microsoft SQL Server
Language: Turkish (mother tongue) , English (full professional proficiency)