



Sema Karan

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LINKS

[Linkedin](#)

[Github](#)

[Tableau Public](#)

SKILLS

Adaptability

Project Management Skills

Multitasking Skills

Strong Communication Skills

Problem Solving Skills

Knowledge of Math and Physics

Exploratory Analysis

Advanced Analytics

Data Visualization

Statistics & Probability

Python, SQL, Tableau

GCP, BigQuery

HTML, CSS, Javascript

Ruby on Rails

Git, Github

PROFILE

Data Scientist with 7 years of data analytics & data science experience in tech space, currently transitioning to a web developer to build fullstack web applications with strong data background.

EMPLOYMENT HISTORY

Web Development Student at Le Wagon, Amsterdam

January 2024 — March 2024

- Learning fullstack web development on Ruby on Rails.
- Building portfolio projects with Ruby on Rails, HTML, CSS, Javascript.

Data Scientist at Spotify, Amsterdam

August 2021 — June 2023

Web Development

- Spent 4 months in Spotify's design team as an embed data scientist / web engineer to;
 - learn how Spotify's web components are built and maintained,
 - learn the fundamentals of Javascript/HTML/CSS,
 - share some of my knowledge on data science to better assist design system team in understanding usage of the design system at Spotify
- Built a Chrome extension that identifies Encore components on any given Spotify web page by learning Chrome API and utilizing my CSS, HTML, JavaScript skills which allowed team to measure the usage of design systems components in any given internal & external Spotify web-page.

Data Science & Analytics

- Led Spotify X Soundtrap bundle project end-to end for any analytical and data science related task, from creating data structures to collect required data in automated way to defined business metrics and measure the impact of the new product in MVP market.
- Performed data analysis and built metrics to measure the impact of market localization pricing strategy for premium Soundtrap tiers in selected markets.
- Defined the metrics and dashboards to measure the health and success of Soundtrap freemium products.
- Performed statistical analysis on Soundtrap's affiliates performance to guide product affiliate marketing road-map.
- Performed statistical analysis and built churn / retention models to uncover trends in Soundtrap subscriptions.

Senior Data Analyst at IKEA, Amsterdam

December 2020 — August 2021

- Performed data analysis on picking process for online click & collect customer orders to identify the bottlenecks & increase co-worker efficiency in the IKEA stores
- Built metrics for logistics operations & picking processes and creating dashboards
- Developed dashboards and visualizations to display key metrics in an intuitive and meaningful way

- Collaborated with the data engineer & business to identify business needs and create data warehouse on GCP to be able to consume data easier via BigQuery

Data Analyst at Booking.com, Amsterdam

October 2018 — October 2020

Data Engineering

- Developed clean & organized data/table structures and automating data pipelines with Oozie workflows to write on Hadoop.

Data Analysis

- Performed many data analyses to provide insights for business/answering product questions to support product development such as;
 - which pricing strategy is better for the product website?
 - what is the impact of the new traffic channels to the partners' website?
 - how big is the segment of destination flexible customers?
 - what are the most useful facilities on our website and how to measure the completeness/accuracy of the related data?
- Guided product managers for experimentation setting by defining sample sizes, setting the right metrics, doing post experiment analysis.

Dashboard / Reporting

- Developed metrics for products in my scope, including funnel health metrics, product performance metrics, product adoption metrics.
- Created dashboards for metrics in Tableau, following up with product & product marketing teams to support taking decisions on product development.

Analytics Community & Stakeholder Education

- Interviewer & on-boarding coach for hiring reporting & data analysts' roles
- Provided on-demand training, sources on SQL/HQL Basics and Spark to internal stakeholders to educate them data usage & interpretability.

Reporting Analyst at Booking.com, Amsterdam

November 2016 — October 2018

- Defined HR analytics related metrics/KPIs and storytelling around employee experience for Booking.com employee workforce
- Performed descriptive & exploratory analysis for quarterly performance reviews of the departments.
- Analyzed & reported bi-annual company employee survey data for directors & leadership team.

Business Analytics Specialist at Nestle, İstanbul

January 2014 — November 2016

- Responsible of creating business intelligence products for the marketing & sales department, e.g. sales & forecasting reports by using SAP & Power BI
- Market responsible of flexible reporting & HR Analytic
- Set up Nestle strategic workforce planning process with BCG in HR Analytics perspective for predictive headcount & business plans.

EDUCATION

MSc Data Science & Society at Tilburg University, Tilburg

September 2018 — December 2019

BSc Industrial Engineering at Istanbul Technical University, Istanbul

September 2008 — June 2013