

KERIM ZENGİN

Junior Data Analyst

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London, United Kingdom

SUMMARY

Results-oriented individual with a background in account management in the travel industry. With a good eye for details, a naturally curious mind and a huge drive. Developed ability to interpret and analyse data to guide successful business decisions. Proficiently skilled in using data visualisation tools such as Tableau and coding languages such as SQL & Python.

EXPERIENCE

Account Executive

Booking.com

11/2019 - 05/2021 London, United Kingdom

- Responsible for maintaining good relationships with my partners across 398 accounts by frequent performance calls and contact to ensure they offer Booking.com's customers the best availability and competitive pricing
- To stay up to date with Booking.com's products so that their benefits and usage can be explained to partners
- Use market data and partner's own analytics to identify opportunities that will help improve performance which subsequently helps grow Booking.com's business
- By providing data on current customer search behaviours and recommending the right products, resulted in achieving a 5% growth in room nights adoptions for my portfolio for the summer quarter 2020 compared to the previous year's figures.

Senior Partner Specialist

Booking.com

05/2017 - 11/2019 London, United Kingdom

- Handled escalations from Account Managers and Senior Account Managers; providing support to front-line partner service agents
- Presented products and reviewed sales performance for partners, provided accurate information using progressive tools
- Mass issue handling at different severity levels depending on the number of affected reservations and the types of accounts (i.e. key accounts hotels) with up to €50.000 in allocated budgets for potential payouts and payment escalations
- Worked with 2 more Senior Partner Specialist colleagues to help assistant Account Managers working with OYO Rooms UK group to grow their portfolio to help ensure a smooth flow in opening listings - 200 OYO properties opened on our platform within 4 months

Accommodation Executive II

Booking.com

03/2016 - 05/2017 London, United Kingdom

Company Description

- Was the point of contact for extranet technical support for our accommodation partners
- Used our analytics tools to provide commercial advice to help our partners to increase sales to their business
- Supported new partners during the registration process and providing onboarding training
- Became the implementation ambassador for my team
- Performed higher KPIs than company's set targets
- Chosen to help support new hires through floor walking & shadowing

PASSIONS

Reading

Technology

Video Games

Travel

SKILLS

Tools

PostgreSQL

Tableau

Excel

Jupyter Notebooks

Languages

SQL

Python

Technical Skills

Machine Learning

Advance Analytics

Exploratory Data Analysis

Data Visualisation

Database Querying

SQL Table Joins

Subqueries/CTEs

FIND ME ONLINE

[in /kerim-zengin-301146b4/](#)

[git GitHub.com/kzengin](#)

LANGUAGES

English

Native

Turkish

Advanced

CERTIFICATION

Data Analytics Certification

CareerFoundry (05/21 - 09/21)

EXPERIENCE

Team Leader

Mitchells And Butlers

📅 2008 - 2016 📍 London, United Kingdom

Company Description

- Open and closed business.
- Dealt with back office jobs such as declaring business's P&L (Profit & Loss) stats, weeks' for safe money counting and business management.
- Contributed to smashing business profits, particularly against 2015 figures which we were in profit by 160%

EDUCATION

Data Analytics Immersion Course (Online)

CareerFoundry

📅 05/2021 - 09/2021

- Completed intensive course in 4 months working on portfolio based projects covering topics such as preparing & analysing data, database & SQL language, Python fundamentals, data visualisation & storytelling, data ethics & applied analytics and advanced analytics & dashboard designing.

BSc Hons Computer Science

University of East London

📅 09/2008 - 05/2011

- Achieved 2:1 Higher Tier Diploma
- Completed 3 Year course covering important topics such as Computer Systems & Networks, Web Technologies, Data Structures & Algorithms, Data Communications & Networks and Network Security

BTEC I.T Practitioners

Southwark College

📅 09/2005 - 05/2008 📍 London, United Kingdom

CERTIFICATION

Google Analytics

Google (Issued Nov 2020 - Expired Nov 2021)

PROJECTS

Rockbuster Stealth Analysis Project

Analysis on movie rental company moving to online rental to remain competitive.

GitHub link to project: <https://bit.ly/3ksgtxp>

- Wrote moderately complex SQL queries (joins, subqueries/CTEs) to analyse and discover insights to answer business questions
- Presented findings using visualisation storyboard on Tableau
- Created a data dictionary

Instacart Grocery Basket Analysis Project

Analysis to uncover more information about sales patterns and to derive insights and suggest strategies for better segmentation.

GitHub link to project: <https://bit.ly/3ljfAzR>

- Analysis conducted using Jupyter Notebooks
- Used Python language and relevant libraries to conduct analysis (pandas, NumPy, os, matplotlib, scipy, and seaborn)
- Descriptive checks have been conducted after importation of data
- All datasets have been cleaned and merged into one final dataset. Duplicates, missing values and mixed-type columns have been checked and addressed
- Use of Python visualisations to show insights discovered