

# 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. Took a short career break to study data analytics and developed ability to interpret and analyse data to help guide successful business decisions. Proficiently skilled in using data visualisation tools such as Tableau and coding languages such as SQL & Python. **Please check my website for more completed projects.**

## EXPERIENCE

### Account Executive

#### Booking.com

11/2019 - 05/2021 London, United Kingdom

- Developed and maintained good relationships with my partners across 398 accounts by frequent performance calls and video meetings.
- Created market presentations for internal and external stakeholders.
- Analysed current market data and partner's own analytics data to identify unique opportunities that will help improve performance.
- Achieved Ethics ambassador role for the UK region.
- Resulted in achieving a 5% growth in room nights adoptions for my portfolio for the summer quarter 2020 by promoting our COVID-19 recovery program.

### Senior Partner Specialist

#### Booking.com

05/2017 - 11/2019 London, United Kingdom

- Provided support to front-line partner service agents.
- Provided current information of products and sales performance for partners using analytic tools and dashboards.
- Handled mass issues at different severity levels by assessment of number of affected reservations and the type of accounts (i.e. key accounts hotels), with up to €50,000 in allocated budgets for potential payouts and payment escalations.
- Collaborated with 2 more Senior Partner Specialist colleagues to help assistant Account Managers working with OYO Rooms UK group to grow their portfolio to 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.
- Utilised analytics tools and reports, providing commercial advice to assist our partners on ways to increase sales to their business.
- Supported new partners during the registration process and providing onboarding training.
- Achieved becoming the implementation ambassador for my team.
- Performed higher KPIs than company's set targets.
- Chosen to help support new hires through floor walking & shadowing.

## SKILLS

### Tools

PostgreSQL

Tableau

Excel

Jupyter Notebooks

### Code Languages

SQL

Python

### Technical Skills

Machine Learning

Advance Analytics

Exploratory Data Analysis

Data Visualisation

Database Querying

SQL Table Joins

Subqueries/CTEs

## PROJECTS

### 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/3IjfAzR>

- 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

## EXPERIENCE

### Team Leader

#### Mitchells And Butlers

📅 2008 - 2016 📍 London, United Kingdom

##### Company Description

- Opened and closed business.
- Managed a team of 8 staff, ensuring service remains consistant and tasks are being completed.
- 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, Advanced analytics & dashboard designing.

### BSc Hons Computer Science

#### University of East London

📅 09/2008 - 05/2011

- Acheived 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

## 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

## CERTIFICATION

### Data Analytics Certification

CareerFoundry (05/21 - 09/21)

### Google Analytics

Google (Issued Nov 2020 - Expired Nov 2021)

## FIND ME ONLINE

 /kerim-zengin-301146b4/

 GitHub.com/kzengin

 kzengin.github.io

## PASSIONS

 Reading

 Technology

 Video Games

 Travel

## LANGUAGES

English Native

Turkish Advanced