MINA SERIM
DATA ANALYST

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ABOUT ME

Data scientist with a robust background in chemistry, backed by hands-on experience through a 1-year internship in the USA. Proficient in Python, SQL, and machine learning algorithms. Skilled in data visualization and statistical analysis, adept at uncovering insights to drive impactful solutions. Known for exceptional problem-solving and communication skills, with a proven track record of successfully delivering projects through effective teamwork and collaboration.

RELATED SKILLS

- Programming languages: **python** (numpy, pandas, scikit-learn), sql
- Data visualization: **matplotlib**, **seaborn, tableau**
- Machine learning: regression, classification, clustering, neural networks
- Statistical analysis: hypothesis testing, a/b testing, time series analysis
- Data manipulation: excel, data preprocessing, data cleaning
- Version control: git, github
- Database management: mysql, postgresql
- Data warehousing: amazon redshift, google bigquery
- Deep learning frameworks: **tensorflow, keras, pytorch**
- Natural language processing (nlp): nltk, spacy
- Cloud platforms: aws, azure, gcp
- Business intelligence: **power bi, tableau**
- Communication: strong written and verbal skills for technical and non-technical audiences

EXPERIENCES
Data Analyst
OneAmz, USA
2022-2023

- Conducted comprehensive analyses of the company's revenue, product, and sales data, utilizing advanced statistical techniques and data manipulation tools to gain in-depth insights into business performance and customer behavior.
- Identified key trends and patterns in the data, enabling data-driven decision-making to optimize sales strategies, marketing campaigns, and inventory management, resulting in a **15% increase** in overall revenue and improved customer retention.
- Developed and maintained automated reports and dashboards using **python** and **tableau**, ensuring that stakeholders had access to real-time, actionable insights, leading to more informed and timely decisions.
- Collaborated with cross-functional teams, including marketing, finance, and operations, to align data analysis with business goals and contribute to the development of data-driven solutions, driving improved operational efficiency and cost optimization.
- Contributed to the enhancement of data collection processes, working closely with data engineers to identify and resolve data quality issues, ensuring the reliability and accuracy of the data used for analysis.
- Identified opportunities for process optimization and performance improvement, recommending actionable solutions for enhancing the company's supply chain efficiency and reducing delivery times, resulting in a **10% reduction** in fulfillment costs.
- Implemented predictive modeling techniques, such as time series forecasting and customer segmentation, to provide valuable insights for demand forecasting and targeted marketing campaigns, resulting in a **20% increase** in customer engagement.
- Participated in team meetings and presented data-driven findings, effectively communicating complex analyses to both technical and non-technical stakeholders, facilitating data-driven decision-making across the organization.
- Stayed up to date with industry trends and best practices in data analysis and data science, actively seeking opportunities to improve skills and knowledge, and applying new methodologies and tools to improve analytical capabilities.
- Contributed to the mentoring and training of new team members, sharing best practices and fostering a collaborative and learning-oriented environment within the data analytics team.

EDUCATION

- Data Analysis and Data Science 2022-2023
  TechPro Education - New Jersey / USA

- Chemistry B.S. 2016-2021
  Yildiz Technical University - Istanbul / Turkey
  Ostravská University – Ostrava / Czech Republic

- Business Administration and Management Associate Degree 2019-2021
  Anadolu University - Istanbul / Turkey

PROJECTS

Soldier Race Prediction

- Developed a machine learning model using Logistic Regression, Support Vector Machine, XGBoost, Random Forest algorithms to predict soldier race.
- Conducted feature engineering and performed data preprocessing to improve model accuracy.
- Achieved a predictive accuracy of 91% with logistic regression.

Clustering Analysis Customers Segmentation

- Utilized K-Means clustering for cluster analysis with an unsupervised learning machine learning method to observe the distribution of customers.
- Performed exploratory data analysis and visualizations to understand underlying trends.
- Successfully clustered annual income spending score.