Oguz Ay
Data Analyst Expert

Skills

SQL   10+ Years

Python   2+ Years

Big data/
Machine Learning   2+ Years

Big data/
Data Science   2+ Years

R   1 Year

Big data/
Marketing Analytics 1 Year

English   Fluent

Contact

◉ Istanbul, Turkey

▯ +90 537 244 5055

✉ oguzay@msn.com

○ oguzayy

in oguz-ay

Work experience

Turkcell Technology   10/2020 - today
Senior Data Analyst
Growth Management

• Responsible for the development and maintenance of the analytical tool and from the continuity of the predictive models.
• Develop Machine Learning models that make predictions about customers behavior and propensity towards products.
• Maintain the performance of the models to sustain the high accuracy of the predictions.
• Conduct A/B testing on the predictive models and evaluate the impact on conversion rates.
• Develop tools to automatize daily manual processes to reduce the distracting workload and optimize the time spent.

Garanti BBVA Technology   12/2011 - 10/2020
Senior Business Analyst
Investment Banking

• Facilitating the process of technical development for investment banking products of Garanti BBVA Bank for core banking and digital channels.
• Responsible for monitoring and analyzing the production data to ensure the stabilization of the system.
• Understanding demands that are coming from clients by holding extensive meetings with various business groups.
• Analyzing big scale of data for prioritizing and determining the exact business needs.
• Preparing documentation for software developers to make them easily understand the technical need to satisfy clients' demands.
• Organizing spec reviews to be aligned with developer teams before they start development.
• Holding Alpha tests to assure the software matches what was described in analysis.
• Doing UAT with clients to understand if our project's outcomes meet their expectations.
• Following up with clients to check performance metrics of modules that are recently deployed.
• Supporting related branches to solve ad hoc problems on daily basis.

Education

MEF University   2019 - 2021
Big Data Analytics, GPA:3.93
Graduate School of Science and Engineering

Ozyegin University   2012 - 2015
Financial Engineering, GPA: 3.41
Graduate School of Business

Koc University   2007 - 2011
Industrial Engineering, GPA: 2.85
College of Engineering