



I enjoy playing with data.

## EXECUTIVE SUMMARY

Throughout my career, I've consistently tried to remove manual processes by designing and implementing efficient pipelines, freeing up time for higher-impact work.

Driven by a passion for cloud and data engineering technologies, I continuously explore new tools to unlock data's potential and enhance business value.

I know that real impact is not in processing data, but in delivering meaningful, actionable results. I focus on creating solutions that make a difference, and **I feel happier in environments where I can combine my/team's new business development ideas with technologies!**

## EDUCATION

### M.Sc.:

2023 (September) - Ongoing  
Istanbul Technical University  
Big Data & Business Analytics (with Thesis)

### BS:

2013 (September) - 2019 (January)  
Istanbul Technical University  
Civil Engineering

## CERTIFICATES & COURSES

- Data Engineering with AWS - **Udacity Nanodegree Program**
- Professional Data Engineer Track - **DataCamp**
- Data Science and Machine Learning Bootcamp - **Miuul**
- Data Analyst Path - **Miuul**

## VOLUNTEERING EXPERIENCE

### Miuul

Teaching Assistant on ML Bootcamp & Data Analysis Chapter

## PERSONAL INFO

Birthdate: 1995  
Military Duty: Done  
Driving License: A / B

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### LinkedIn:

[www.linkedin.com/in/omeryasirkucuk](https://www.linkedin.com/in/omeryasirkucuk)

### Medium:

[omeryasirkucuk.medium.com](https://omeryasirkucuk.medium.com)

### GitHub:

[github.com/omeryasirkucuk](https://github.com/omeryasirkucuk)

### Kaggle:

[kaggle.com/omeryasirkucuk](https://kaggle.com/omeryasirkucuk)

# ÖMER YASİR KÜÇÜK

## DATA ANALYST

## PROFESSIONAL EXPERIENCE

### MİGROS - MİMEDA

#### Data Analyst

Tech stack: Python, SQL (Teradata), Pyspark, Impala

August 2024 - Ongoing

- Analyzing over 15 million active customer's behaviour from the Migros Money Card program to identify purchasing trends for Migros' product suppliers.
- Creating G&L, switch, uplift, trend, profile, campaign analysis to drive data-informed strategies.
- Developing automation modules to replace manual reporting processes for the Growth and Sales teams, reducing report generation time and enabling faster data-driven decision-making.

### FORD OTOSAN

#### Data Analyst - Ford Trucks Care Team Member

Tech stack: Python, SQL (Oracle), Pyspark, Airflow, Tableau, Power BI

May 2022- July 2024

- Designed and maintained interactive dashboards in Power BI and Tableau, leveraging complex SQL queries to visualize key metrics such as connectivity, customization and finance services sales. Enabled real-time decision-making for stakeholders, destroyed completely reporting delays.
- Conducted and processed prediction and classification projects with Data Squad teams for enhanced project like segmented drivers based on their Ford Trucks usage parameters to reduce their fuel-cost through ConnecTruck data.
- Identifying unexplored data opportunities for the business to unlock and maximize the potential of data withing the organization

### TRT (RADIO AND TELEVISION CORPORATION)

#### Strategy Analyst

December 2020 - May 2022

- Researching and analysing the organization and the competitive landscape continuously in order to identify and evaluate threats, opportunities and new business areas
- Planning, implementing, monitoring and reporting projects defined in strategic plans
- Identifying opportunities for improvement by continuously analysing facts and figures from various perspectives
- Market research, competitive analysis, preliminary strategy studies, KPI determination in new projects, preparing project / strategy presentation to the Board of Directors

### MNG CARGO

#### Part Time Analyst (Headquarter)

January 2015 - October 2018 (During my university years)

\*Preparing daily reports and presenting them to managers:

- Daily cargo amounts
- Cargo amounts from branches to transfer centers,
- Cargo amounts transferred to provinces
- Travel routes and times of intercity trucks etc.
- Reporting the number and status of the electronic devices repaired

## SKILLED ON

### Data Visualization:

Tableau, Power BI, Looker

### Data Ingestion & Integration, ETL, Pipelines:

AWS Glue, Sqoop, Airflow

### Data Analyzing:

Python, Pyspark, SQL on (Cloud, Oracle SQL, Teradata, Hive)

### Cloud & Platforms:

AWS (Athena, Glue, RedShift, S3), GCP BigQuery