



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

Tel: (+90) 539 735 25 86
Address :Istanbul / Turkey
E-mail: omeryasirkucuk@gmail.com

LinkedIn:

www.linkedin.com/in/omeryasirkucuk

Medium:

omeryasirkucuk.medium.com

GitHub:

github.com/omeryasirkucuk

Kaggle:

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