

OZGUR CETINOK

Los Angeles, CA

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA)

December 2019

- **Coursework:** SQL and Data Management, Advanced Machine Learning, Customer Analytics, Operations Analytics
- Anderson Merit Fellowship

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Los Angeles, CA

Master of Applied Economics (MAE) – High Honors List

June 2018

- **Coursework:** Applied Data Science, Data Analytics & Big Data, Statistics & Econometrics
- Capstone Project: Applying artificial intelligence (AI) algorithms to extract narratives from the text. Utilized unsupervised machine learning techniques such as k-means clustering to classify articles and resolve a broad range of economic problems.

BOGAZICI UNIVERSITY

Istanbul, Turkey

Bachelor of Science in Industrial Engineering – Dean's Honors List

June 2017

- **Coursework:** Operations Research, Statistical Forecasting & Time Series, Systems Simulation, Data Structures & Algorithms
- Treasurer of University Sports Committee managed \$100K budget; worked with Chancellor and Dean of Student Relations.
- Undergraduate Thesis awarded to present at German Operations Research Conference in Berlin.

TECHNICAL SKILLS

Languages: Python (numpy, pandas, tensorflow, sklearn, statsmodels, seaborn), R (ggplot, caret, randomForest), SQL, C, C++, LaTeX

Software: Excel, Tableau, GitHub, NetLogo, GAMS, Adobe PS, Alteryx, Gurobi, Databricks, Microsoft Azure

Web Applications: Distributed ML, AWS, Amazon Sagemaker, JavaScript, React, Next.js, Solidity, Web3, HTML, CSS

Additional: Bilingual English/Turkish, basic German; F1 STEM OPT Visa

PROFESSIONAL EXPERIENCE

BOSTON CONSULTING GROUP

Los Angeles, CA

Summer Data Scientist, GAMMA

June 2019-August 2019

- Applying advanced analytics to a variety of business situations and synthesizing complex data using modern machine learning techniques. Translating data science solutions into business implications for the clients.

SYSTECH SOLUTIONS, INC.

Los Angeles, CA

Data Science Intern

April 2019-June 2019

- Leveraged Time Series Analysis methods such as ARIMA, Facebook Prophet and Amazon Forecast to forecast product demands for a client. Built a front-end application using Shiny in R to present the findings to the executives.
- Implemented a Recommendation Engine on AWS, Amazon Sagemaker and built a front-end application using Flask to present the demo to the client.

WASSERMAN

Los Angeles, CA

Data Science Intern

January 2019-March 2019

- Cleaned and maintained sports events dataset using MySQL and Alteryx. Leveraged Tableau and other visualization tools to identify unique and actionable insights related to the advertisement targeting in sports marketing.
- Created Python scripts for calling APIs. Performed quick-turn quantitative and statistical analysis on structured data sets using Python. Applied feature engineering techniques for challenges related to unstructured data analysis.

PROJECTS

CHOICE HOTELS

Los Angeles, CA

Capstone Project

September 2019-December 2019

- Leveraged Python to build propensity score and meta-learner models to evaluate loyalty program effectiveness. Built an XG-boost algorithm to predict loyalty program membership and estimated individual treatment effects on incremental revenue by t-learner approach.
- Derived insights from variable importances and Shapley values to provide business recommendations to Choice Hotel on improving the loyalty program.

HUMANA-MAYS HEALTHCARE ANALYTICS CASE COMPETITION

Houston, TX

1st Place Team

September 2019-November 2019

- Predicted long-term opioid therapy using random forest with 0.92 AUC. Applied extensive feature engineering and developed a personalized recommendation flow to identify and intervene patients at risk for continued long-term use of opioids. Presented the solution pipeline for long term opioid use to Humana Executives and Texas A&M faculty for the final round of the competition.
- Awarded \$30,000 first-place prize over 1,300 masters level students representing over 80 major universities in the United States.