

Rana İşlek

Data & Product Analytics | Category Strategy | Business Growth

📍 Şişli / İstanbul

📞 +90 505 224 82 96

✉️ islekrana@gmail.com

LinkedIn linkedin.com/in/ranaislek

Github github.com/ranaislek

Profile

MSc graduate in Big Data Management & Analytics focused on advanced analytics and AI, with a Computer Science & Engineering background and hands-on experience in product and business analytics. Currently a Data & Analytics Specialist, building KPI definitions, executive reporting, and cross-functional reporting foundations aligned with CRM/ERP sources. Experienced in event-level analysis, micro-conversion funnels, and retention-style metrics using SQL (BigQuery), and delivering decision-ready insights through dashboards (Power BI, Looker Studio). Strong in Python-based analysis (statistics, preprocessing, feature engineering). Experienced in A/B test analysis and metric validation through academic and product-oriented projects. Seeking data-driven strategy roles in product-led marketplaces, where analytical insight directly informs growth, pricing, and supply-demand decisions.

Technical Skills

Programming Languages: Python, SQL, C++

Data Science & Analytics: pandas, NumPy; data preprocessing, feature engineering; statistical analysis; exploratory data analysis

Data Visualization: Power BI, Looker Studio (Data Studio), matplotlib; KPI reporting and data storytelling

ML & Deep Learning: scikit-learn, PyTorch, TensorFlow/Keras; classification, regression, clustering; model evaluation

Tracking & Product Analytics: Google Analytics, Google Tag Manager; event-based tracking, funnel and micro-conversion analysis

Databases & SQL: BigQuery, PostgreSQL; complex SQL queries, data modeling, reporting layers

Development & Deployment: Python-based ETL workflows, FastAPI, Git, Linux; REST API basics

Industry Experience

NGN

Oct 2025 – Present

Istanbul, Türkiye

Data & Analytics Specialist

- Leading the design and rollout of the company's internal data foundation by researching, planning, and implementing end-to-end ERP/CRM-aligned data flows, including the design and automation of analytics-ready data pipelines with strong guarantees on data quality, consistency, and traceability for downstream reporting and dashboards.
- Managing Salesforce reporting and CRM data governance while designing the target data architecture (single source of truth, ownership, definitions) to ensure reliable, clean, and seamless data management across business units.
- Building and maintaining a C-level Power BI dashboard and multiple department dashboards for daily operational reporting, partnering cross-functionally to define KPI logic, align metric interpretation, and drive adoption of standardized metric definitions.

Delivery Hero Tech Hub (Yemeksepeti)

Jun 2022 – Aug 2022

Istanbul, Türkiye

Product Analyst Intern

- Supported global Delivery Hero teams via analytics projects on the Yemeksepeti app; built a C-level KPI dashboard on BigQuery + Looker Studio across multiple brands/markets.
- Defined and computed micro-conversion metrics by analyzing user-journey sequences from analytics event/session data (SQL).
- Improved KPI consistency by aligning tracking implementation with stakeholders via Google Analytics and Tag Manager.

SabancıDx

Jul 2021 – Aug 2021

Istanbul, Türkiye

Advanced Analytics Intern

- Developed Python-based ETL workflows to analyze workspace usage and propose data-driven seating optimizations.

Teknopark Izmir

Jun 2021 – Jul 2021

Izmir, Türkiye

IT Intern

- Built RFID-based access control systems using Arduino and Raspberry Pi; documented architecture and setup procedures.

Nokia

Feb 2021

Engineering Intern

Istanbul, Türkiye

- Rotated across R&D teams to understand telecom workflows; researched and presented on 5G system applications.

Research Experience

University of Padua

Sep 2024 – Dec 2025

Padua, Italy

Research Assistant (Machine Learning Group, Erasmus Mundus M.Sc.)

- Completed a research internship in the UniPD Machine Learning group as part of the Erasmus Mundus Joint Master's Program, while conducting my master's thesis on constrained molecular graph generation with discrete diffusion models.
- Implemented reproducible experiment pipelines and sampling-time constraint enforcement, and built evaluation scripts for validity/uniqueness/novelty and constraint satisfaction (Python, PyTorch, Hydra, RDKit).

PURE (Sabancı University)

Mar 2022 – Jun 2022

Istanbul, Türkiye

Quantum Physics Research Assistant

- Conducted research on quantum free fall, and assisted Prof. Durmus A. Demir through experiments and literature review.

Theses & Startup Projects

Constrained Molecular Graph Generation with Diffusion Models <i>Master's thesis + research internship</i>	Feb 2024 – Dec 2025 <i>University of Padua</i>
<ul style="list-style-type: none">Surveyed existing methodologies for molecular generation and positioned the work within state-of-the-art diffusion-based models.Utilized a discrete diffusion framework for molecular graphs and introduced ring-based structural constraints (ring count and ring length) enforced deterministically at sampling time.Verified the mechanism by achieving 100% constraint satisfaction across multiple settings of maximum ring count and ring length, while maintaining strong performance on standard molecular generation metrics (validity, uniqueness, novelty) using a reproducible evaluation pipeline (Python, PyTorch, RDKit, Hydra).	

Smart Complaint Tracking System — AI Hackathon Project <i>Real-time Data Analytics & NLP Pipeline</i>	Dec 2025 <i>Tech Istanbul, Smart City Hackathon</i>
<ul style="list-style-type: none">Built an end-to-end real-time data pipeline to ingest, process, and categorize unstructured citizen complaints using NLP-based preprocessing and embedding-based similarity, enabling near-real-time grouping into actionable categories (Python, pandas).Designed and delivered real-time dashboards tracking complaint volumes, category distributions, and operational KPIs, supporting data-driven prioritization and reducing manual inspection effort (Power BI, PostgreSQL).	

ScholarIA — AI-powered Platform for Academic Paper Management & Recommendation <i>Startup Project</i>	Feb 2024 – Dec 2024 <i>UPC, Barcelona</i>
<ul style="list-style-type: none">Built an all-in-one research assistant for paper library management (upload/organize/search) and reading workflows (quick notes), including paper summarization and LLM-driven utilities to streamline literature review (deployed on Vercel).Implemented personalized recommendations and alerts using a semantic-intersection-based approach over papers in the workspace, producing context-aware suggestions via embedding similarity on paper content/abstracts.Conducted market research and user surveys to define target personas and a freemium pricing model; selected as the #1 among projects in our master's cohort, and encouraged to continue through an incubator program.	

Education

Master's Degree	Sep 2023 – Dec 2025
<ul style="list-style-type: none">Erasmus Mundus Joint Master's in Big Data Management & Analytics<ul style="list-style-type: none">Università degli studi di Padova, (<i>Padua, Italy</i>)Universitat Politècnica de Catalunya, (<i>Barcelona, Spain</i>)Université Libre de Bruxelles, (<i>Brussels, Belgium</i>)Selected coursework: Deep Learning, Data Analytics, Database Management, Statistics, Machine Learning. Grade: 102/110	Specialization: Statistics & Deep Learning (<i>Sep 2024 – Dec 2025</i>) (<i>Feb 2024 – Jun 2024</i>) (<i>Sep 2023 – Feb 2024</i>) Grade: 102/110
Bachelor's Degree	Sep 2019 – Jun 2023
<ul style="list-style-type: none">B.Sc. in Computer Science & Engineering (Minor: Decision & Behavior), Sabancı University<ul style="list-style-type: none">Erasmus+ Exchange: Budapest University of Technology & Economics (2022–2023)	<i>Istanbul, Türkiye</i> GPA: 3.35/4.00

Volunteering & Extracurricular Activities

Enactus Italy – “Purifas” Project Member & IT Manager <i>Università degli studi di Padova</i>	Sep 2024 - Dec 2025 <i>Award: May 2025</i>
<ul style="list-style-type: none">Co-developed a biosensor for PFAS detection; won the ReGeneration Hub Friuli Award and NanoValbruna mentorship.	
President, SU Dance Club <i>Sabancı University</i>	Sep 2019 – Jun 2023 <i>Award: May 2023</i>
<ul style="list-style-type: none">Led a student dance community and hosted 400+ attendees at “SuDance Night”; received the Non-Academic Creativity Prize.	
Freshmen Student Mentor <i>Sabancı University</i>	Sep 2021 – Jun 2022
<ul style="list-style-type: none">Mentored incoming students on academic planning and campus integration; provided peer support throughout the year.	
President, Computer Society of IEEE <i>Sabancı University</i>	Sep 2020 – Feb 2021
<ul style="list-style-type: none">Organized computer science talks and panels with industry experts; coordinated event operations and speaker management.	
Primary School Tutor (Civic Involvement Project) <i>CIP, Sabancı University</i>	Sep 2019 – May 2020 <i>Ahmet Yesevi Elementary School, Istanbul</i>
<ul style="list-style-type: none">Visited a local elementary school weekly and taught children about science and social issues.	
Content Creator (YouTube) <i>Erasmus+ & master's vlogs, talks</i>	2019 – Present
<ul style="list-style-type: none">Created content focused on studying abroad (Erasmus+, Erasmus Mundus) and master's experiences through vlogs and talks.	

Languages

English (C2, IELTS 7.5) | Turkish (Native) | German (B1) | Spanish (A1) | Italian (A1)