

# Ali Surmeli

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## SUMMARY

Highly motivated Data Analyst with 4 years of experience delivering data-driven solutions across various industries. Proficient in ETL processes, developing end-to-end data pipelines using Python, and creating dashboards with Tableau and Power BI. Possesses strong database management and data modelling skills, including SQL and NoSQL. Dedicated to solving complex problems with excellent analytical skills.

## PROFESSIONAL EXPERIENCE

**Planted Meals | Field Operations and Sales Analyst** **Vancouver, Canada | 10/2023 - Present**

- Analyzed sales data to provide insights on product demand and inventory needs.
- Optimized delivery routes to ensure timely product supply to customers and merchants.
- Resolved customer and merchant issues, ensuring satisfaction and strong relationships

**One Up Canada | Marketing Data Analyst** **Vancouver, Canada | 08/2022 - 10/2022**

- Created ETL pipeline using Python connecting sales-customer data from Shopify and linked it to Tableau for KPI calculation and customer behavior analysis. Also focused on increasing cross sales.
- Focused on enterprise sales by presentations using dashboards to meet businesses' needs.

**OzserNeo Insurance Inc. | Data Analyst** **Istanbul, Turkey | 06/2020 - 05/2022**

- Utilized in-depth analysis to identify key performance indicators (KPIs) across diverse branches.
- Optimized customer engagement and professional sharing across regional branches.
- Assisted IT with customer software interface integrating prices from 20 providers to offer best deals.

**OzserNeo Insurance Inc. | Business Development Engineer** **Istanbul, Turkey | 09/2018 - 05/2020**

- Developed a dashboard using Tableau to analyze and project sales performance.
- Conducted on site visits such as car dealers, real estate agencies, hospitals and industrial zones.
- Enhanced sales by 40% through competitive analysis and cross-sales strategies.

## SKILLS

**Programming Languages:** [ Python, R, C# ]

**Web and Cloud Databases:** [ SQL, MySQL, PostgreSQL, MongoDB, GraphQL ]

**Business Intelligence Tools:** [ Tableau, Microsoft Power BI, Tableau Prep, MS Excel ]

**Frameworks and Libraries:** [ LangChain, PyMongo, SQLAlchemy, TensorFlow, PyTorch, Flask ]

**Generative AI Knowledge:** [ Vector Database, Embeddings, Batches, Function Calling, Fine Tuning ]

## PROJECTS

**Financial Analysis Report of Retail Industry:** Evaluated Walmart's financial performance through the analysis of liquidity, profit margin and debt to equity ratios and comparison with the industry ratios. Prepared an industry profile of the retail industry, identifying major events and impact on stock prices. Created market capitalization and stock trends charts and forecasted future trends of retail industry. Applied Impactful visualization methods in Tableau table calculations, parameters and LOD expressions.

**Dashboard Web Application Development using Flask:** Classified disaster messages for immediate response, utilizing an ETL pipeline to clean and store data, a machine learning pipeline to train models, and a Flask web app for data visualization. My leadership in developing the machine learning pipeline, expertise in Git and GitHub for deployment, and innovation in routing messages demonstrated a comprehensive skill set in machine learning, NLP pipelines, data visualization, and web development.

## EDUCATION & CERTIFICATION

**Douglas College | Post Degree Diploma in Data Analytics** **Vancouver, Canada | 2022-2023**

**Yildiz Technical University | Bachelor of Science in Industrial Engineering** **Istanbul, Turkey | 2010-2014**

**Udacity | Certification of Data Science Nano-Degree** **Online (5 months) | 2020-2021**