# Ali Surmeli

236-975-9955 | surmeliali.com | surmeliali@proton.me | Vancouver, BC, Canada

## 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.

## 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 ] |

## PROFESSIONAL EXPERIENCE

**One Up Canada | Marketing Data Analyst**               *Vancouver, Canada* | 08/2022 - 10/2022
- Conducted keyword and performance analysis for Google Ads campaigns on a Shopify-based online e-commerce platform using Python and Tableau, providing recommendations for improvement.
- Focused on enterprise sales by tailored presentations using dashboards to meet businesses' needs.

**OzserNeo Insurance Inc. | Data Analyst, Business Developer**       *Istanbul, Turkey* | 10/2017 - 05/2022
- Implemented data-driven analysis, utilizing Python and Power BI to create interactive dashboards for customer segmentation. Resulted in 40% increase in revenue, enhanced focus on sales strategies.
- Applied basic supervised learning methods to conduct sensitivity analysis on the customer portfolio. Worked on new personalized offers for customers identified as high risk for churn.

**BBVA Bank Inc. | Performance Analyst, Sales Coordinator**       *Istanbul, Turkey* | 05/2016 - 06/2017
- Utilized in-depth analysis to identify and calculate key performance indicators (KPIs) across diverse mortgage sales channels. Developed strategies to enhance the performance of identified branches.
- Conducted on-site visits to specific projects determined through competitive analysis.

## PROJECT REPOSITORY

**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.

**Relational Database Management System:** Advanced database modelling and query methods been applied on various use cases using SQL and MySQL. Deployed robust ETL process using Python and RDBMS, designed ER/EER diagrams, optimized the performance using indexing and OLAP methods.

## 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 |
| **Coursera** | Certification of Tableau BI Analyst Professional | *Online (4 months)* | 2019-2020 |