

Mehmet Saruhan

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Profile

- Data Analyst with 8+ years of experience
- Python, SQL, Tableau,
- Machine Learning
- Data Visualization/presentation
- Data Cleaning
- A/B testing
- Loyalty analytics,
- Customer segmentation
- Marketing analytics
- Customer analytics
- Excel, MATLAB, Unity, C++,Google Docs, Sheets, Slides, MS Office.
- Data Collection/Data Scraping
- Prioritization/Self-starter

Professional

Experience

KidsAppBox Game Company,

Palo Alto, CA

Data Scientist/Data Analyst

Aug 2017 - Present

- Worked on campaign management, targeting, ROI optimization, campaign metrics (CPC, CTR etc.) analytics
- Help develop new test processes, improvements for data collection to gain efficiency
- Visualized the data by Tableau and prepared presentations to collaborate with design and engineering teams about new features
- Prepared market research analytics reports and benchmarking reports for CEO
- Collaborate with engineering, data teams to contribute to the usability of the product
- Developed 3 games by unity programming

Saruhanevim LTD STI,

Istanbul, TR

Data Scientist

Jun 2013 – Aug

2017

- Engineered employee data access systems to increase decision making precision and respond customer needs efficiently
- Created new reports on marketing strategies in terms of pricing, and campaign management
- Developed and implemented data strategy including demand analytics in-depth, full understanding and analysis of customer and point of sales databases, collection and analysis of KPIs across marketing functions

Saruhanevim LTD STI,

Istanbul, TR

Data Analyst

Mar 2009 – Jun 2013

- The company fully integrated into an ERP data-based system
- Conducted business plan by using statistical measures on customer behavior and market needs
- Implemented the goal of opening a new branch
- Changed customer approach based on customer research
- Organized customer interaction, sales techniques training for employees
- Worker performance increased by organizing measurable goals with rewards.

Turkcell

Bursa, Turkey

Intern Electronics Engineer

Nov 2005 - Jan

2006

- Monitor and analyzed system performance, such as network traffic, security, and capacity
- Document technical specifications and operating standards for telecommunications equipment

Education

Macquarie University, Sydney AU — **MA** in Commerce in Business, 2006-2008

Istanbul Technical University, Istanbul TR — **BA** in Telecommunications Engineering, 2001-2006

Activities/Honors

- Board member of Baran Charity Association, *Yalova/Turkey, 2016*
- Board member of Association of Industrialists and Businessmen, *Yalova/Turkey, 2016*
- Founder of Safari Roller Blind Manufacturing, *Dar es Salaam/Tanzania, 2016*
- Location Estimation over GSM - *Istanbul/Turkey, 2006*
- Founder of Istanbul Technical University Capoeira Club – *Istanbul/Turkey, 2004*
- Table Tennis Team – *Yalova/Turkey, 1996*

Projects

- [Naive Bayes E-mail Classifier](#)
- [IRIS Dataset Feature Extraction](#)
- [Auto MPG explanatory data analysis](#)
- [US Flight Delay Data Visualization Project](#)
- [Manuel K-means IRIS Dataset](#)
- [WeRateDogs Twitter Data Analysis](#)
- [White Wine Quality Analysis](#)
- [Block Puzzle Mania](#)
- [AR Maze Puzzle](#)