

Seda GENBAŞI

Izmir | Turkey

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Professional Summary

As a passionate Industrial Engineering graduate, I thrive on turning data into actionable insights. With a strong foundation in continuous improvement and operational efficiency, I specialize in analyzing complex datasets using Power BI, SQL, and Excel to develop strategic decision support systems.

My expertise lies in data visualization and storytelling, enabling businesses to make informed decisions. With strong communication skills and a problem-solving mindset, I am driven to create value from data and contribute to efficiency-driven transformations.

Professional Skills and Competencies

- Data Analysis & Visualization (SQL, Power BI, Excel)
- Business Analysis & Strategic Decision-Making
- Agile-Scrum & Project Management Methodologies
- Workflow Automation & Process Mapping
- Digital Transformation & Operational Efficiency
- Quantitative & Qualitative Data Interpretation
- UI/UX Design & Wireframing
- Software Development Life Cycle (SDLC) Understanding
- Writing & Documentation (Blogging, Research Papers)
- Cross-functional Team Collaboration & Leadership
- Effective Communication & Stakeholder Engagement
- Task Management & Agile Tools (Jira, Trello)
- Time Management & Deadline Adherence

Experiences

Shared Services Assistant | Amatis Bilgi Teknolojileri

July 2025 – September 2025, Izmir

- **Data Cleansing & Decision Support System Development:** Consolidated three years of the company's bank cash flow data from PDF and Excel files into a single master Excel file. Cleaned and transformed data using Power Query, and created a management-level dashboard in Excel for executive reporting.
- **Financial System Integration:** Managed the transition to "Paraşüt" accounting software for cash flow tracking and coordinated the integration of all company bank accounts.
- **HR Workflow Design:** Designed a customized recruitment workflow in Jira Software for the HR department to systematize the hiring process, integrating relevant automations to enhance efficiency.
- **Process Automation:** Built an automated notification flow using Power Automate to remind senior management of critical payment deadlines (e.g., salary, rent, credit cards).
- **Incentive Process Management:** Led end-to-end application processes for 'Vergi, Resim, Harç İstisnası' and a Mobile App Development Incentive, managing documentation, candidate coordination, and ministry liaison.
- **Technical Reporting & Coordination:** Coordinated with cross-functional teams to collect essential data and documents for TÜBİTAK R&D project reporting, ensuring timely submission.

Project Coordinator | TÜBİTAK 2209/A Project

September 2022 - July 2023, Izmir

- **Research Focus:** Conducted a Life Cycle Analysis (LCA) of Bioethanol Production via Syngas Fermentation under the TÜBİTAK 2209/A program.
- **Sustainability Impact:** Calculated potential carbon emissions and assessed environmental impact.
- **Data-Driven Approach:** Collected and analyzed datasets from similar studies to enhance research accuracy.
- **Technical Expertise:** Performed a comprehensive Life Cycle Analysis (LCA) using OPENLCA software.
- **Insight Generation:** Transformed complex data into visualized, actionable insights for process optimization and sustainability-driven decision-making.

**This project is also my thesis in Izmir Demokrasi University.

Production Planning Intern | Graniser Granit Seramik

July 2022 – August 2022 | July 2021 – August 2021, Manisa

- **Process Optimization:** Analyzed production workflows to facilitate in-house manufacturing of resins previously procured externally for the mold workshop, enhancing efficiency and cost-effectiveness.
- **Profitability Improvement:** The project led to a 200% increase in profitability for the factory, resulting in executive approval for implementation.

Projects

Credit Analysis and Visualisation Project

December 2024

- It was aimed to obtain insights into business processes by analysing loan utilisation data in the banking sector.
- Loan types for the years 2020-2022 were analysed.
- Data cleaning and modelling were performed using Excel and Power Query.
- With Power BI, KPIs were created with DAX and interactive dashboards were developed according to loan types and regions.
- Analysed loan performance on a regional basis and prepared visualisations to support strategic decisions.

**The details of this project are in my Github profile.

Project Management Office – Assistant Leader | EMP Association

August 2023 – January 2024

- Managed Trello implementation to enhance team task tracking, workflow efficiency, and performance improvement.
- Conducted research and training on emerging Project Management and Agile-Scrum technologies and applications.

EMP Mobile Development Team Member | EMP Association

September 2022 – November 2023

- Designed simple and engaging UI mockups for the iOS and Android versions of the application.
- Led social media design and marketing efforts to enhance the brand's digital presence.
- Completed training on no-code mobile app development and contributed to delivering efficient and fast solutions in development processes.

Education & Certificates

Izmir Demokrasi University, Turkey

Master's Degree in Operations Research, February 2025 - Now

Izmir Demokrasi University, Turkey

Industrial Engineering, August 2019 – July 2023

- Power BI-Data Visualization Training, WTECH
- International Business Analysis Methodologies & Techniques, BTK Academy
- Learning SQL with Applications, BTK Academy
- Applied Project Management Training, EMP Association
- App Store Optimization Course, MobileAction Growth University
- UI/UX Web Designer, Miuul
- Business Analysis & Process Management, Coursera

Languages

English: B1 Level

Hobbies and Interests

- Participating in volunteer activities; taking on active roles in civil society projects in the areas of social media management and mobile development
- Taking an interest in charcoal drawing
- Reading books on personal development and psychology
- Trying new recipes and being creative in the kitchen

