SEDEF ACAR

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EXECUTIVE SUMMARY

- Strategy & Data analytics expert with 3 years of extensive experience in building analytical models for risk, operations, sales and collections functions, using SQL, C, C+, R and Business Objects
- Worked directly with C-level executives to assist in decision making and strategy building process by in analyzing large data sets, using statistical tools

WORK EXPERIENCE

MICROSOFT   **Dubai, UAE**
Sales Excellence Analyst   *11/2015-Current*

Leading the sales planning process for Small & Medium Size business accounts in the Corporate division by:
- Creating forecasting models to predict revenue performance
- Building scoring models to assess the performance of the sales team across 9 subsidiaries
- Managing the partner selection process using data analytics
- Analyzing customer lifecycle and account value to ensure predictability and sustainability in the cloud business

DUNIA FINANCE- STRATEGIC ANALYTICS   **Dubai, UAE**
Strategic Analytics Expert   *01/2014-11/2015*
Performed financial analysis to improve financials and develop strategies to grow the business by:
- Examining the life cycle of segmented customer base to identify business opportunities
- Building the collection strategy by predicting future behavior of respective segmentation
- Designing personalized target schemes for collectors and rewarding them to optimize performance
- Automating regular MIS reporting process in order to decrease run time and user error
- Assisting the Marketing team on Social Media and E-Commerce related projects
- Preparing weekly communication channel effectiveness analysis to identify the optimal channel to reach customers

UNICREDIT TURKEY-YAPI KREDI BANK- MARKETING   **Istanbul, Turkey**
Mass Segment Specialist   *07/2013-01/2014*
Prepared and tracked seasonal mass segment marketing campaigns by:
- Analyzing customer and competitor data to determine the suitable population, duration and promotion structure
- Devising the sales strategy and choosing the communication channel in coordination with the Alternative Distribution, Credit and Marketing departments
- Monitoring the performance of campaigns and writing reports to summarize the learnings

MERCEDES-BENZ TURK– MARKETING   **Istanbul, Turkey**
Long-Term Intern   *08/2012-07/2013*
- Performed data analysis to create reports about dealers and workshops of Mercedes Benz in all over Turkey
- Worked on performance indicators, market analysis and competitors' activities

EDUCATION

BOGAZICI UNIVERSITY   *Istanbul, Turkey*
- Bachelor of Science degree in Industrial Engineering   *2008-2013*
  Dean's High Honor Degree - GPA: 3.58/ 4.00
- Received the "Scholarship of Prime Ministry" by ranking 33rd (out of 1.5 million) on the national university entrance exam

PERTEVNIYAL ANATOLIAN HIGH SCHOOL   *Istanbul, Turkey*
- Mathematics & Science Division, GPA: 4.98 / 5.00   *2004-2008*

OTHER

- **Languages:** Turkish (Native), English (Fluent)
- **Computer Programs:** MS Office Programs (Advance), VBA (Advance), SQL (Advance), C&C++ Programming Languages (Advance), Python (Intermediate), Minitab (Advance), R (Advance), Stella, BO, AutoCAD
- **Hobbies:** Painting, Dancing (Tango), Tennis