

# Seyma Kalay

## Curriculum Vitae

Monza-Lombardia

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Residency: Work permit

### Education

- 2017 - 2022 **Doctor of Philosophy in Applied Economics and Management**  
*Department of Economics and Management, University of Bergamo (Italy)*
- 2013 - 2016 **Master of Science in Finance**  
*Department of Economics and Statistics, University of Siena (Italy)*
- 2006 - 2010 **Bachelor Degree in Physics**  
*Department of Science, University of Istanbul (Turkey)*

### Experiences

- 2023 - 2025 **Power Bi Developer** - Associate Advanced Analytics Analyst,  
Mozarc Medical, Milan (Italy),
- Assist in collecting, cleaning, and analyzing large datasets to identify trends, patterns, and insights.
  - Develop visually appealing dashboards (KPIs) using Power BI/Pivot/Query, DAX, and SQL.
  - Work closely with cross-functional teams to understand their analytical needs and provide insights.
  - Develop data-driven strategies and recommendations to support business growth and efficiency.
  - Ensure data quality and integrity by conducting data validation and cleansing.
  - Help maintain data repositories.
  - Implement data governance practices to ensure accuracy, consistency, and security.
  - Collaborate effectively with team members across various departments.
  - Communicate analytical findings, methodologies, and recommendations to stakeholders.
- 2023 **Assistant** - Market Research,  
MPS - Evolving Marketing Research, Bergamo (Italy),
- Prepare market research survey.
  - Analyze and report market research outcomes, using Quantum Software.
- 2017 - 2022 **Researcher** - Statistics,  
Department of Economics and Management, University of Bergamo (Italy),
- Manipulate and analyze large datasets to identify trends, patterns, and insights.
  - Develop and implement machine learning models and algorithms, using R and Python.
  - Adopt new tools, technologies, and methodologies to enhance the model outcomes.
  - Create interactive user faces (such as R Shiny, HTML) to report the findings.
- 2016 **Internship** - Portfolio,  
Ziraat Portfolio, Istanbul (Turkey),
- Observe equity market.
  - Be familiar with behavioral finance.
  - Create a statistical model to maximize the portfolio's return, using VBA.
  - Prove the model efficiency by tracking the data.

2015 **Internship** - Portfolio,

Invest-AZ, Istanbul (Turkey),

- Analyze listed companies by looking at their financial statements.
- Create reports to drive data-driven decision making for investors.

2012 **Internship** - Accounted,

Varkan Group, Istanbul (Turkey),

- Record accounting cycle.
- Keep tracking consistent balances on both suppliers and purchasers on the company's system.
- Track balances on both suppliers and purchasers on the company's system.

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## Skills and Competencies

**Languages:** ◦ Native in Turkish ◦ Fluent in English ◦ Advance in Italian ◦ Beginner in Spanish

**Computer:** Advance: ◦ DAX ◦ Power BI/ Query/ Pivot/ Automate ◦ R ◦ R Shiny ◦ Latex ◦ Microsoft Office  
Intermediate: ◦ HTML ◦ Python ◦ Tableau ◦ SQL ◦ VBA ◦ Json ◦ Snowflake  
Beginner: ◦ Azure ◦ Java

**Soft Skills:** ◦ Communication Skills ◦ Learning Agility ◦ Problem Solving ◦ Resilience ◦ Time Management

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## Projects

**R Shiny UI** ◦ MapApp: Conducting an empirical study using both supervised and unsupervised machine learning algorithms.

◦ Biblio: Reproducible bibliometric literature review.

◦ Tp3: Conducting unsupervised machine learning algorithms (Tp3: runs from console).

**Viz** ◦ Tableau: Conducting data visualization using Tableau.

◦ Power BI: Projects that I have been working on.

**HTML** ◦ VizRmd: Combining Tableau, R Shiny, and HTML.

**Software Packages** ◦ Pomodoro: Comparison of predictive power. This package is intended to make modeling and comparing the predictive powers easier based on the data-splits and all data set.

◦ Pepe: Is intended to make descriptive statistics easier.

**GitHub** ◦ Repositories: Current Github repositories.

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## Awards and Honors

2017–2022 UniBG PhD Fund,

2013–2016 DSU - Toscana,

2007–2010 Turkish Gas Foundation Scholarship,

2007–2010 Turkish Women Community Scholarship,

2006–2010 Yapi Kredi Bank Scholarship.

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## References

Reference letters will be provided upon request.