TUBA MERIC

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[Projects Portfolio](#) | [Linkedin](#) | Github

- **IBM certified Data Scientist** with extensive experience in Data Science, Business Analysis, SQL, Python, Tableau, Power BI, and Excel
- Proven expertise in project management, system integration, data visualization, and delivering actionable insights
- Certified Scrum Master and Product Owner skilled in agile methodologies for improved team performance

EXPERIENCE

DEC 2023 - PRESENT

DATA SCIENCE TRAINEE, DALLAS DATA SCIENCE ACADEMY

- Drive the interaction between my manager and the clients to ensure active cooperation in identifying as well as defining analytical needs, and generating the pull-through of insights with the business.
- Implemented machine learning models including boosted trees, linear regression, and Bayesian regression using Python to make predictions on the multiple projects, such bike buyers, bike sales price, donor indicators, poverty rate, covid death possibility.
- Developed algorithms using Natural Language Processing models for sentiment analysis of Amazon reviews and restaurant reviews.
- Designed algorithms to track and detect anomalies in multiple sensors data and created clusters for Zillow houses.
- Led data processing tasks including extraction, manipulation, and cleaning using Python to ensure data quality for analysis and modeling.
- Created dashboards and analyzed data using Tableau, SQL, Power BI, and Excel for various projects including healthcare client demographics, Airbnb rentals, COVID-19 exploration, poverty rate, DFW Redcross donor indicator and bike store buyers.

APR 2021 - PRESENT

SENIOR IT BUSINESS SYSTEMS ANALYST, CARENET HEALTH

- Analyzed IT processes, identified issues, wrote requirement specifications per standards.
- Performed functional testing, coordinated UAT to ensure solutions met business requirements.
- Managed requirements traceability, tracked status throughout SDLC.
- Managed projects end-to-end, conducted meetings, demoed changes to managers.
- Integrated with 3rd party systems (Athena, Meditech, Epic, eCW, NextGen, Google).
- Communication with vendors through APIs, receive XML or JSON files to convert their data to fit into our system. Also used Postman for testing APIs.
- Optimized SEO, changes on the <h></p> tags, on the page contents, canonicals, meta title and meta descriptions.
- Integrated InQuicker with Yext and implemented the Turnkey solution.
- Implemented Epic adapters with Google (Slots from Epic Workbench Reports and HL7 messages to show on Google and Mirth console to process HL7 messages)
- Implemented to support both legacy UA and GA4 tags.
- Implemented insurance verification and copay collection by using Waystar clearinghouse vendor.

SENIOR BUSINESS ANALYST, SELECTRANSPORTATION RESOURCES

JUN 2018 – MAR 2021

- Managed ERP system development for Sales, Procurement, Inventory, Order-to-Cash, and other modules.
- Planned projects, conducted Scrum events, prepared requirements documents.
- Led QA team, created test plans, managed functional and regression testing.
  Notable Projects:
  - AWS Cloud Implementation (Security for documents)
  - Integration with the Elite Extra application (Elite Extra is for tracking trucks' routes and activities)
  - Upgrades on the Corcentric web services (After implementing the new webservices, price verifications and authorization codes are taken from Corcentric side and related information in our side are updated automatically.)
  - POS enhancements where signatures and driver licenses can be taken from the touchpad devices
  - New feature to give the customer ability to make partial payments
  - New feature to make the payment after sales
  - New feature where supervisor can do attendance changes on behalf of the employees under himself/ herself
  - Enhancement on the signature required payments for the curbside sales
  - DTNA Pinnacle Truck Parts Interface
  - Physical Inventory Count Process
  - Enhancement to receive more parts than requested
  - IOS application for the credit release process
  - HRIS Module Implementations (Vacation, PTO, Compensation, Payroll, Attendance)
  - Time Management enhancements for hourly and flat-rate employees
  - Tracking the lost sales and sending emails to the managers for the lost sales daily
  - Tracking the idle hours of the employees and reports for the idle hours

SENIOR BUSINESS ANALYST, BIS COZUM CONSULTING

NOV 2017 – MAY 2018

- Analyzed business requirements and processes for UniCredit Bank's HR software transformation.
- Prepared FDDs, customization documents, SWIM Lane diagrams, screen mockups.
- Conducted functional, regression, UAT, integration, and performance testing.
- Wrote SQL queries, mapped data files between systems, prepared user manuals.

BUSINESS ANALYST, ZIRAAT TECHNOLOGY

MAY 2013 – NOV 2017

- Worked as a senior business analyst at the "Deposits and Money Transfers" team under "Core Banking Department", conducting developments for money transfers and deposits via branch, internet/mobile banking, ATM, and call center channels.Responsibilities I have taken:
  - Clarified scope through interviews with bank management
  - Executed test cases/scripts
  - Facilitated requirements gathering, project coordination, and UAT
  - Coordinated analysis, development, testing, and implementation
  - Developed business systems and analytical database support
  - Time management and setting priorities/deadlines
  - Wrote SQL queries for testing and creating test data
  - Drawn process diagrams and screen mockups in Visio
  - Created parameters to minimize development needs
  - Trained end-users on new developments via PowerPoint
  - Wrote user acceptance scenarios per Product Owner
  - Prioritized backlog items in Jira
  - Release coordination, validating features, sign-offs, release notes
  - Interfaced with third parties
  - Conducted retrospectives and tracking team performance

- Key projects:
  - Donation accounts for presidential bids with parameter-based limits

- Analysis/design of new saving accounts (Loyal, Dowery, Housing)
- Parametric foundation for streamlining new account creation
- Upgrading EFT system per central bank requirements
- Developing Electronic Payment System (EOS) for North Cyprus banks

BUSINESS ANALYST, DELOITTE

- Worked as a business analyst in the Clients & Markets department, conducting CRM management and online marketing projects, including brand awareness campaigns.
- For SAP CRM implementation taken from Deloitte Holland, responsibilities I have taken:
    - Coordinated meetings with Deloitte Holland team.
    - Determined customization points and implementation without development.
    - Enhanced CRM database via events, calls, and mailings with customers.
    - Conducted CRM segmentation, developing email strategies, and reporting to partners bi-weekly.
    - Translated industry reports to Turkish for potential/existing customers.
    - Reported monthly activities to managers through PowerPoint presentations.

EDUCATION & CERTIFICATIONS

- MBA, University of Gloucestershire, UK
- BS, Industrial Engineering, Yildiz Technical University, Turkey
- IBM Certified Data Scientist
- Khan Academy: Statistics and Probability
- Udemy: Data Science A-Z Hands-On Exercises
- Certifications: SQL, Tableau, Python, Google Tag Manager, Google Analytics, Scrum Master, Scrum Product Owner

SKILLS

- Python (NumPy, Pandas, Scikit-learn, Matplotlib, Seaborn)
- SQL (MySQL, SQL Server)
- Git, Github
- Tableau, Power BI, Looker
- AWS S3, Lambda, SQS, CloudWatch
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- EMR (Athena, Epic, eCW, Meditech)
- Google Tag Manager
- Google Analytics
- Visio, Lucidchart
- 3rd party vendors (Yext, Waystar, HL7)
- Agile Methodologies