TUBA MERIC, MBA

346.387.2696
TWOBAMERIC@GMAIL.COM
LINKEDIN
PROJECTS PORTFOLIO

PROFESSIONAL SUMMARY:

- **IBM certified professional in Data Science and Machine Learning,** with extensive experience in Data Science, Product Management and Business Analysis with hands-on experience in healthcare and transportation sectors, proficient in SQL, Python, Tableau, Power BI, and Excel.
- Proven track record in project management, from planning to execution, ensuring alignment with business requirements and quality standards through functional and user acceptance testing.
- Competent in the integration of IT systems, including health system applications and third-party systems, with a focus on improving client product implementation.
- Demonstrated ability to manage end-to-end project cycles, coordinate teams, and deliver training and documentation on system changes.
- Strong background in developing dashboards for data visualization, interpreting complex datasets, and providing actionable insights in healthcare and rental market analysis.
- Extensive experience with software development lifecycle, including requirements gathering, analysis, testing, and implementation in core banking and ERP systems.
- Certified Scrum Master and Product Owner, leveraging agile methodologies to improve team performance and project delivery.
- Commitment to continuous learning and professional development, as evidenced by certifications in data analytics, data science, Google tools, and agile methodologies.

TECHNICAL EXPERTISE

SQL (SQL Server, MySQL, PostgreSQL) * Python (Pandas, NumPy, SciPy, MatPlotLib) * Tableau * Power BI * Excel (VLookup, Conditional Formatting, Pivot Tables) * VSTS * TFS * ADO * Jira * Confluence * EHR Platforms (Athena, Epic, eCW, Meditech) * SEO * Google Tag Manager * Google Analytics * Visio * Lucidchart * AWS (DynamoDB, SQS, CloudWatch) * YEXT * Clearinghouse (WayStar)

PROJECT EXPERIENCE

PRACTICAL DATA SCIENCE TRAINEE   DEC 2023 – CURRENT

- Developed and deployed predictive models using linear regression and ensemble algorithms, optimizing performance for complex data sets.
- Led data processing tasks including extraction, manipulation, and cleaning using Python to ensure data quality for analysis and modeling.
- Maintained data integrity through meticulous processing and Python scripting, preparing datasets for robust analytical applications.
- Created Python-based data models to transform raw data into actionable insights, driving informed decision-making.
- Conducted data analysis and leveraged Tableau to create and publish dynamic visualizations.
- Demonstrated expertise in advanced statistical and predictive modeling techniques, implementing real-time decision systems for business intelligence.
- Implemented machine learning models including boosted trees, linear regression, and Bayesian regression using Python.
- Created dashboards and analyzed data using Tableau, SQL, Power BI, and Excel for various projects including healthcare client demographics, Airbnb rentals, and COVID-19 exploration.

SENIOR IT BUSINESS SYSTEMS ANALYST   APR 2021 – OCT 2024
CARANET HEALTH

- Analyzed IT workflows, identified inefficiencies, and designed solutions to improve user experience. Documented requirements for development teams.
- Performed comprehensive functional testing to ensure software quality and collaborated with stakeholders on user acceptance testing.
- Participated in requirements gathering, project planning, and estimation. Tracked changes and ensured project deliverables met requirements.
- Managed projects from start to finish, including kick-off meetings, sprint planning, user story refinement, and progress presentations. Delivered projects on time and within budget.
- Successfully integrated software with third-party systems and APIs to ensure seamless data flow and functionality.
- Implemented SEO best practices to improve website ranking, organic traffic, and brand awareness.
- Utilized data analysis to identify trends, troubleshoot issues, and develop effective solutions.
- Effectively communicated technical concepts to both technical and non-technical audiences. Collaborated with cross-functional teams to achieve project goals.

ADDITIONAL RELEVANT ANALYTICS EXPERIENCE   JUN 2008 – MAR 2021

- Senior Business Analyst at SelecTransportation Resources (June 2018 - March 2021): Managed ERP system development for a Trucking Dealership Management System, overseeing modules like Sales, Procurement, and CRM. Led project planning, scrum events, and quality assurance, including daily use of SQL for data analysis.
- Implemented AWS Cloud Security, integrated Elite Extra for truck tracking, upgraded Corcentric web services, improved point-of-sale systems, and developed iOS applications for credit release.
- Senior Business Analyst at Bis Cozum Consulting (November 2017 - May 2018): Transitioned UniCredit Bank Italy from SAP HCM to ProStaff HR software, focusing on Payroll and Time Management modules to meet Italy HR regulations.
- Business Analyst at Ziraat Teknoloji (May 2013 – November 2017): Specialized in Deposits and Money Transfers for various banking channels, managed UAT, and collaborated with bank management to align technology solutions with business needs.
- Core Banking System Coordinatorship at Ziraat Teknoloji: Developed user acceptance scenarios, managed product backlog, coordinated release processes, and facilitated retrospective meetings using tools like Jira and Confluence.
- Significant Contributions at Ziraat Teknoloji: Created donation accounts for presidential bids, developed new saving account types, implemented a parametric foundation for accounts, and upgraded EFT systems in compliance with central bank regulations.
- Business Analyst at Deloitte Turkey (September 2012 – May 2013): Managed CRM and online marketing initiatives, liaised with Deloitte Holland for SAP CRM customization, and developed e-mail marketing strategies.
- Early Career Roles: Served as a Marketing Trainee at Turkish Airlines in London, analyzing customer feedback and aviation market trends, and as an Assistant System Analyst at Agito Consulting, contributing to analysis, development, and testing for banking and insurance projects., fostering a culture of continuous improvement and staff development across multiple branches.

EDUCATION & CERTIFICATIONS

- **MBA, University of Gloucestershire, UK**
- **BS, Industrial Engineering, Yildiz Technical University, Turkey**
- **IBM, Python for Data Science And AI**
- **SQL, Tableau, and Python for Data Science and Artificial Intelligence, Dallas Data Science Academy, USA**

- **Analytics bootcamp – Alexander Freberg**
- **Data Science foundations – Codecademy**
- **Tableau – Salesforce**
- **Google tag manager fundamentals – Google**
- **Google analytics for beginners – Google**
- **Certified scrum product owner – Scrum Alliance**