

## Yavuzhan Yavuz

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### EDUCATION

**KU Leuven, Leuven, Belgium**

**September 2022 - July 2024**

**Master of Science, Business Engineering**

Major: Data Science and Business Analytics, Minor: Informatics

**Bogazici University, Istanbul, Turkey**

**September 2015 - June 2020**

**Bachelor of Science, Industrial Engineering**

Achievements: Ranked 296th (%0.01) among 2 million students in Turkish University Admission Exam 2015.

### WORK EXPERIENCE

**Data Engineer at Realo (Belgium)**

**October 2023 - Present**

- Creating data pipelines for web scraping using PHP and Python.
- Executing ETL workflows to cleanse, transform, and load data into relational databases, employing GeoPandas for advanced geospatial and location analysis.

**Web Analyst at IKEA (Belgium)**

**July 2023 - September 2023**

- Initially hired for a single project(validation of Google Analytics 4 transition), proactively delivered four, showcasing exceptional analytical skills and initiative.
- For the validation of GA4 transition, handled and analyzed terabyte-scale web and transactional datasets. Ensured data accuracy and consistency, positioning Belgium as the first country to deliver in-depth global transition validation analysis.
- Developed a presentation on app user behavior analysis, acclaimed for its depth and clarity, reaching the country manager level.

**Product Data Analyst at Arteria Ventures (Turkey)**

**May 2022 - June 2023**

- Developed SQL stored procedures and Python scripts for data warehousing, facilitating streamlined data access and management. Actively engaged in stakeholder management, creating tailored ad-hoc reports and Quicksight dashboards to aid in informed decision-making across product, marketing, and finance teams.
- Built RFM customer segmentation models and churn prediction models, leading to a 12% increase in customer retention.
- Resolved long-awaited RevenueCat integration and subscription data problem and established a proper tracking system for subs activity.

**Supply Chain Consultant at Solvoyo (Turkey)**

**March 2020 - March 2022**

- Promoted to senior in 1 year, earliest promotion in company's history.
- Took overall responsibility for two ongoing projects/accounts, largest grocery chain in Turkey and multinational fashion retailer company. Main point of contact in terms of technical solutions and applications. Responsible for daily integration, maintenance and data warehousing in two clients.
- Selected in the core team of a new account; EU-based unicorn, on-demand grocery delivery company. Responsible for the demand forecasting and the development of replenishment & inventory model. Experienced the full cycle of a project from onboarding to after UAT.
- Solid experience with Microsoft SQL Server. Writing complex and efficient queries on large transactional datasets to extract insight or identify gaps in business processes.
- Initiated, prepared and standardized company's onboarding program for newcomers.

### SKILLS

**Programming:** Python, R, SQL, PHP

**Tools:** Jira, Git, Power BI, Looker, Tableau, Quicksight, Excel, Power Query

**Concepts:** Data Analysis and Visualization, Machine Learning, LLMs, Web Scraping, Geospatial Analysis, Mathematical Modelling, Operations Research, Optimization, Computer Vision

**Languages:** English (fluent), Turkish (native)

### ACADEMICAL PROJECTS

**Graduation Thesis/Project Engineer at AXA Bank (Belgium)**

**June 2023 - Present**

- Developing EPC (Energy Performance Certificate) prediction models using web-scraped data to comply with AXA Bank's ESG (Environmental, Social, and Governance) regulations.

**Senior Year Thesis/Project Engineer at Unilever (Turkey)**

**September 2019 - June 2020**

- Created mathematical models and integrated the retailer's data to develop heuristic algorithms for segmented inventory modeling. Awarded first place in an inter-university competition.