

Birsen Bayat

Data Analyst

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Education

2023 Istanbul, Turkey	Data Science & Machine Learning Bootcamp (6 month) <i>Miuul</i> 🔗
2022 Istanbul, Turkey	Data Science & Machine Learning Bootcamp (6 month) <i>Istanbul Data Science Academy</i> 🔗
2016 – 2019 Istanbul, Turkey	Istanbul Technical University / Master Degree Materials Engineering
2011 – 2016 Istanbul, Turkey	Istanbul Technical University / Bachelor Degree Metallurgical and Materials Engineering

Professional Experience

2023/08 – present Istanbul, Turkey	CRM Analyst <i>A101</i> <ul style="list-style-type: none">• Ensuring the campaign team makes data-driven decisions• Analyzing campaign results and assessing the benefits in terms of new customers and endorsements• Conducting analysis on retention rate, acquisition rate, and growth rate• Providing insights into customer behaviors and characteristics• Creating rule-based segmentation to facilitate segment-based campaigns• Developing a propensity model to predict customers with a buying possibility
2023 – present Istanbul, Turkey	Data Science & Machine Learning Bootcamp Teaching Assistant <i>Miuul</i>
2023/07 – 2023/09 Turkey	Machine Learning Developer (unpaid worker) <i>US Banking Data</i> 🔗 <ul style="list-style-type: none">• Analyzing the US banking's data, put some results according to time-series-analysis• Develop some models to foresight for next quarters (like income statement)• Understanding the relation and effects of features on determined variable
2021 – 2023 Tekirdağ, Turkey	Plating Engineer <i>YKK</i> 🔗 <ul style="list-style-type: none">• Team, section, & customer management• Reporting monthly production result according to process type, production efficiency analysis, process development• Root-Cause Analysis, TPM Management
2020 – 2021 Kocaeli, Turkey	Project Engineer <i>GALSAN</i> 🔗 <ul style="list-style-type: none">• Planning project milestones negotiating with customer• Following the projects during design and production & create solution for any problem
2018 – 2019 Istanbul, Turkey	Product Development Engineer <i>Supsan</i> 🔗 <ul style="list-style-type: none">• Six-Sigma Project

Projects

- 2023 **In Silico Modelling for Toxicity**
- Development of K-Nearest Neighbor (KNN) model using a database containing the physical properties of chemical substances
 - Calculating the potential toxicity of chemical components
- 2023 **FLO CRM Analytics** [↗](#)
- Calculation RFM metrics and create segmentation
 - Establishment of BG/NBD, Gamma-Gamma Models and Calculation of CLTV
- 2023 **House Price Prediction Model, Marketing Campaign Classification Model, Car Insurance Policy Model** [↗](#)
- Data cleaning, reorganizing data, & EDA
 - Machine learning model and development
 - Streamlit deployment [↗](#)
- 2023 **Ismek Course Field Recommendation System** [↗](#)
- XGBoost model and development
 - Streamlit deployment [↗](#)
- 2022 **Book Recommendation System_Goodreads** [↗](#)
- Web Scraping_BeautifulSoup
 - Recommendation System

Skills

Data Analysis & Data Science

Python, SQL, Machine Learning, MongoDB, CRM, RFM Analizi, A/B Testing, Recommendation Systems, SPSS

Data Visualization & Web Development

Tableau, Streamlit

Clouds

Google Cloud, Databricks

Courses

Python for Data Science

Kodluyoruz & Zemin Istanbul

Data Analysis Course

Brainnest Company

MLOps Bootcamp

Istanbul Data Science Academy

Google Cloud Big Data and Machine Learning Fundamentals

Istanbul Data Science Academy

Languages

English

B2 - Upper Intermediate

Interests

- Flute, Skate, Painting

Organizations

2015 **Lead of Department at ITU**