**Dilruba Palabiyik**

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**LinkedIn**: linkedin.com/in/dilrubapalabiyik

**Tableau Public**: public.tableau.com/profile/dilrubapalabiyik#!/

**GitHub**: https://github.com/dilrubapalabiyik/

**Summary**

* 3+ years in Data Analysis, System Analysis, Business Requirement Gathering and Data Warehousing concepts.
* Experienced in BI tools such as Tableau, QlikView and PowerBI.
* Experienced in collaborative tools such as SharePoint and JIRA.
* Skilled in Microsoft Excel (e.g., formulas, pivot tables, graphing).
* Experienced in data migration tasks using PL/SQL, SQL Loader.
* Experienced in Data Migration, Data Transformation, Data Conversion, and Data Analysis.

**Skills**

 **Machine Learning**: Classification, Regression, Feature engineering, Data mining manipulation and visualization, Time Series Analysis

**Statistics:** Hypothesis testing, Confidence Intervals, Bayesian methods, Data reduction, Point Estimation, Monte Carlo Simulation, Brownian Motion, Sampling Methods

**Databases**:Postgres, MySQL Sage Maker, Hive

**Coding**: SQL, Python (scikit-learn, NumPy, SciPy, Pandas, Plotly, Seaborn), R, Git, Shell, PySpark, MATLAB

**Education**

**2017-2019** **Illinois Institute of Technology** Chicago, IL

*Master of Data Science*

*Basketball Analytics Project for IIT Scarlet Hawks*

*GPA:3.61*

**2011-2015 Istanbul Technical University** Istanbul, Turkey

*Industrial Engineering, Dean’s list 2011-2013*

**2013-2014 Universidade Fernando Pessoa** Porto, Portugal

*Quality Management*

Erasmus Scholarship-Selected among 100 students

**Coursework**

Graduate: Object Oriented Data Structures, Data Preparation and Analysis, Business Analytics, Applied Statistics,

 Machine Learning, Big Data Technologies, Monte Carlo Simulation

Undergraduate: Operations Research 1&2, Simulation, Statistics, Probability, Data Processing

**Experience**

 May 2020-

 Present **BOOSH INC**

 Austin, TX

 ***Marketing Analyst***

* Used Uplift Modelling with the Stripe Data understand the effects of the discounts on advertisements
* Used CLTV segmentation to target customers
* Gave weekly campaign reports with Tableau, to understand best performing ads with different focus

Tools/techniques/languages used: Tableau and Python, Facebook Business Manager

 March 2020-

 Present **FOURDOTONE LLC**

 Lewes, DE

 ***Junior Data Scientist***

* Communicated with assigned client in order to understand the need and the problem.
* Used feature engineering, and data manipulation methods to gain an overall insight about the data.
* Used times series clustering on python to detect anomalies after understanding the nature of data.
* Used clustering to detect errors in the production line.
* Used isolation forests to isolate anomalies based on features selected.
* Created automated reports with Jupiter.
* Created visualizations to give insights to clients.

Tools/techniques/languages used: AWS, S3 and Python

October 2018-

June 2019 **Tru Fragrance and Beauty** Willowbrook, IL

***IT Data Analyst Intern***

* Built complex SQL queries for data analysis and extraction for various projects. Used predictive analytics, and deeply dived into datasets to search for business insights

Used different segmentation techniques with the help of Python Pandas/scikit learn for campaign targeting purposes in marketing.

* Performed Market Basket Analysis to understand the relationship between different product purchases.
* Created Tableau visualization to give insights to managers.
* Created geographical Tableau visualizations to give insights to Marketing Department.
* Cohort Analysis performed to understand the buying behaviors of the customers.
* Manipulated data from Google Analytics in Python to get a closer look campaign related KPIs.

*Key Accomplishments:*

The analysis performed with the help of SQL and Tableau included RFM, CLV, Market Basket Analysis OLS regression used by strategy manager and marketing department for strategies such as cross /up selling and deciding effectiveness of

the campaigns.

 March 2016-

 January 2017 **Kesit Bilisim** Kocaeli, Turkey

***Business Analyst***

* Communicated with potential customers to give a general insight about the product portfolio.
* Interacted with the business stakeholders and subject matter experts in order to understand their problems and needs.
* Scrutinized and tracked customer behavior to identify trends and unmet needs.
* Based on customer needs created a marketing plan.
* Used R to statistically analyze target sectors to cross sell other products of the company.
* Performed quantitative analysis of product sales trends to recommend pricing decisions.

August 2015-

March 2016 **Wallmob a/s** Vejle, Denmark

***Quality Assurance Engineer, Software Quality Assurance Department***

* Analyzed internal operations and evaluated the process efficiency and effectiveness.
* Used VBA to automate the results of weekly bug reports.
* Helped to automate and standardize the testing process that increased efficiency and reduced testing process time by ~ 30 minutes.
* With the help of tools such as fishbone diagrams, flowcharts, process analysis performed to increase the quality of the processes.
* Used JIRA for collaboration.

**Projects**

2018-Present **BASKETBALL ANALYTICS PROJECT** Chicago, IL

***GitHub link for the project:*** ***https://github.com/dilrubapalabiyik/Basketball\_analytics***

Starting from database design, we explored important basketball analytics metrics as on/ off court and line up data on both team and individual levels. We also performed player clustering to find similar players. Based on our “scouting reports”, our coaching staff made the corresponding strategies and, in the end, set the best record of our school history.

Tools/techniques/languages used: Python, SQL, Tableau, Postgres