Sahin Cetin - Data Analyst

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Profile

Data analyst with a strong background in industrial engineering and IT. Experienced in utilizing **SQL**, **Python**, and **Power BI** to drive business insights and efficiency. Partnered with stakeholders to analyze historical data, developing comprehensive reports and dashboards to support the forecasting demand and resource needs. Proficient in data-driven decision-making, **process optimization,** and **predictive modeling**. Committed to applying a **systems thinking** approach to problem-solving and delivering insightful solutions that foster innovation.

Key Competencies

- **BI Tools Expertise:** Designed and deployed comprehensive BI dashboards to track key performance indicators (KPIs), enabling data-driven decision-making.

- **Proficient in SQL:** Demonstrated ability to write and optimize SQL queries for efficient data extraction from various relational databases.

- **Data Visualization:** Developed meaningful and interactive dashboards using both BI tools and Python libraries.

- **Automation Mindset:** Successfully automated processes by identifying key opportunities and implementing effective solutions.

Professional Experiences

Freelance Data Analyst | *July 2024 - Present*   *Remote, Sweden*

- Developed a comprehensive visitor behavior analysis dashboard for a healthcare equipment website, using **Power BI** to track key metrics such as user flow, bounce rates, and session duration.

- Utilized **Python** and **SQL** to analyze datasets, identifying sales trends and stocking inefficiencies for an apparel store. These analyses provided actionable insights for optimizing product assortment and managing inventory levels.

- Develop and refine data pipeline architectures to extract data efficiently from various sources, enabling accurate and timely reporting for business intelligence needs.

IT Auditor, Yapi Kredi Bank | *February 2020 - March 2023*   *Istanbul, Turkey*

One of the leading publicly traded private banks in the country, with over 15,000 employees. It is widely recognized for its robust digital infrastructure and banking platforms. | [Yapi Kredi Bank](#)

- **Main Responsibilities**

  - Conducted evaluations of IT developments and projects, collaborating closely with IT teams to implement suitable controls by identifying and addressing underlying issues.

  - Communicated the potential vulnerabilities and control deficiencies detected in the audits to upper management, improving my ability to effectively communicate complex technical matters.

  - Generated **SQL** reports and queries within the database to fulfill the requisites of the Internal Control teams during audit processes.

- **Key Achievements**

  - Identified significant anomalies in transaction data using statistical analysis, leading to the discovery of potential fraudulent activities and providing concrete intelligence for risk mitigation.

  - Supported the development and improvement of internal reporting tools and infrastructure to ensure data quality and accessibility for reporting and analysis.

  - Built **predictive models** to forecast potential access breaches based on operational data, allowing internal control units to proactively implement preventative measures and improving control effectiveness.

Automation Engineer and Data Analyst, Guncel Yazilim | *June 2019 - January 2020*   *Bursa, Turkey*

A technology company providing ERP and automation systems solutions for the textile industry, operating both nationwide and internationally. | [Guncel Yazilim](#)

- **Main Responsibilities**

    - Developed and maintained comprehensive BI reports using **SQL** to analyze IoT device data.

    - Offered customer support by using **Python** and **SQL** in instances of installation, breakdowns concerning machine data collection and service protocols.

    - Applied data cleaning and processing techniques on large datasets, improving data quality and accuracy for subsequent data mining and machine learning tasks.

- **Key Achievements**

    - Supported the development and improvement of internal **BI** tools and infrastructure to ensure data quality and accessibility for reporting and analysis.

    - Identified KPIs and established frameworks for measuring business performance across different areas, aligning with the need for data-driven decision-making.

    - Examined and automated the installation process of IoT devices, reducing the software/installation time by 80%.

Education and Certifications

- **Microsoft Certified: Azure Fundamentals** | *August 2025*

    [Credential Link](#)

- **Data Science Certification Programme** | Koc University | *September 2021 - June 2022*

    Acquired a strong foundation in **AI, ML,** and **DL** through a comprehensive certification programme. Gained practical experience in data analysis and modeling by completing mandatory lab sessions and data science projects.

- **Bachelor of Science in Industrial Engineering** | Uludag University | *September 2015 - January 2020*

    Developed a strong foundation in a programme that combined **systems analysis, operational research and mathematical modeling** to solve complex business problems and optimize operational efficiency. Gained theoretical knowledge and practical skills in programming and statistical analysis. Applied this knowledge to a **machine learning**-focused graduation project, gaining hands-on experience in building **probabilistic** models using real-world data.