MERVE BAS
DATA SCIENTIST

CONTACT

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SKILLS

PYTHON PROGRAMMING
Python 3
Pandas
Numpy
API Interactions
Beautiful Soup
Selenium

DATA VISUALIZATION
Tableau
Matplotlib
Plotly
Flask
Seaborn

MACHINE LEARNING TECHNIQUES
Regression
Classification
Natural Language Processing
Clustering
Neural Networks
Recommendation Systems
Time Series
Convolutional Neural Networks

WEB VISUALIZATION
Javascript
HTML
CSS

DATABASES
MySQL
MongoDB
SAS

BIG DATA MANAGEMENT
Dask
Hadoop
Spark

OTHER
AWS
Google Cloud
Git

EDUCATION

Galatasaray University
Master of Business Administration 2016

Bogazici University
Chemical Engineering 2011

SUMMARY

Data Scientist and Data-Driven Product Manager with a background that includes Banking, Payment Systems and Consumer Packaged Goods (CPG). Completed an accredited data science bootcamp to improve the data science skills. Leverage communication and interpersonal strengths to collaborate across diverse groups and partner with stakeholders at all levels. Fully authorized to work in the US without sponsorship.

EXPERIENCE

METIS
Data Scientist
New York, NY
Mar. 2020 - Jun. 2020
- Metis is an accredited 12 week immersive data science bootcamp focused on Python, machine learning, statistical modeling, data visualization, project design, and communication.
- Completed five data science projects from conception to presentation; including data acquisition, and exploratory analysis to implementing machine learning algorithms, visualizing, and presenting the results. See the Project section for the details on the projects.

TURKCELL
Senior Product Manager / Mobile Payment (Direct Carrier Billing)
Oct. 2018 - Dec. 2019
Built the vision, strategy, and roadmap of Mobile Payment product. Managed 6-member team (2 senior product managers, 3 product managers, 1 operation specialist).
- Developed analytical solutions using SQL and machine learning logarithms. $150k/month revenue increase.
- Defined product requirements and user stories leveraging machine learning to maintain and prioritize product needs. Led focus groups to understand customer insights.
- Drove product development with multiple teams of engineers, designers, product specialists. Installment feature was developed, 32% increase in revenue in the first 6 months.

GARANTI BBVA
Senior Product Manager / Affluent Segment
Aug. 2015 - Oct. 2018
Developed innovative and targeted marketing campaigns to support revenue gain. Built predictive models to detect target customers for marketing campaigns. Managed $18B in working capital of the customers and overseeing 1 direct manager and 2 specialists.
Led large scale projects in cross-functional teams up to 20 people.
- Segmentation Project: Redefining the customer base; main products and demographic features of the customers. 5.5% increase in revenue/customer.
- Branch Management Project: Redefining the role of Retail Customer Managers in terms of monthly targets and KPIs. Delivered year-over-year customers gains: 5% in 2018 H1, 10% in 2017.

GARANTI BBVA
Product Manager / Credit Cards
Apr. 2013 - Aug. 2015
Managed 3.5 million credit card customers. Drove end-to-end customer campaigns for credit cards.
- Gained monthly 1.5% increase in revenue by driving marketing campaigns.
- Worked with engineers to set requirements for the product and to identify the opportunities in the market.
- Improved products life cycle by leveraging channel, customer, and competitive insights.

HSBC
Product Manager / Credit Cards
Jun. 2011 - Apr. 2013
- Managed and prioritized product requirements and priorities in coordination with Technical, Finance, Risk/Fraud and CRM teams.
- Drove product launches, including working with public relations team and executives.
- Gathered feedback and suggestions from internal and external users to develop relevant business use cases.

HENKEL
Assistant Brand Manager / Laundry and Home Care
May 2010 - Apr. 2011
Assist the SPM in leading Persil portfolio brand strategy.
- Coordinated the execution of in-store activations and digital branding initiatives.
- Tracked Nielsen data to understand market performance and proposed actions based on analysis.
- Coordinated BTL agency relationship and monthly PR activities.

PROJECTS

Music Recommendation System
Trained CNN model to identify the music genres from the mel spectrogram images of Mp3 files. Modified the trained network by discarding the softmax layer to create latent representation of each spectrogram. Used cosine similarity to generate similarity scores between the latent vectors of the songs. Visualized the recommendation system using a Flask app.

Movie Recommendation System
Built two recommendation systems, content-based for new user and collaborative filtering for users who have rated movies in the system. Developed content-based recommender depending on the content similarities. Generated the contents for the movies using features such as summary, keywords, genre, cast and director. Developed collaborative filtering recommender building a model to predict the unknown ratings of the users. Created highly personalized recommendations for the users by the collaborative filtering system. Developed a Flask app for the visualization of the recommendation systems.

Churn Predictor
Utilized classification models to predict whether bank customers will churn. Deployed several algorithms: Logistic regression, KNN, and Extreme Gradient Boosting "XGBOOST". Because of the high nonlinearity and missing values in the dataset, the best results were obtained applying XGBOOST algorithm. Developed a dashboard using Tableau to visualize the model results.

Movie Success Predictor
Built and optimized linear regression models to predict the Worldwide Box-Office Gross of the movies. Scraped data for 10,000 movies using Beautiful Soup and Selenium. Performed feature engineering to avoid underfitting and regularization to avoid overfitting the data.