

# Merve Ozgul

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## EDUCATION

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- Master of Science in Business Analytics** San Francisco, CA 2018 – 2019  
Hult International Business School
- **Relevant Coursework:** Data Science: R & Python, Data Management & SQL, Data Strategy, Machine Learning, Text Mining, Data Visualization, Blockchain Technology
- Master of Arts in International Business** Boston, MA 2017 – 2018  
Hult International Business School
- Graduated with Academic Distinction | Specialized in Big Data Analytics
- Bachelor of Arts in Economics** Istanbul, Turkey 2013 – 2017  
Koc University

## EXPERIENCE

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**Matching & Analytics Lead** Boston, MA 2019

### [CozyKin](#)

- Created an automated match using the Tournament Selection Algorithm on Python. Improved match success rate from 30% to 65% in 4 months.
- Piloted a new [web page](#) with a dynamic map built in JS, transitioning matching to a self-serve system that resulted in a daily response rate of 30%.
- Developed a full understanding of internal technology stack to regularly train my customer service team on the internal dashboard & deployed a new ticking process to assign tasks, freeing up ~2.5 hours/day in my schedule
- Worked daily with the product & engineering team to QA the products, report bugs & track progress through JIRA
- Performed in-depth data validation on various datasets, built interactive dashboards and conducted geo-analysis

**Co-founder** Istanbul, TURKEY 2016 – 2017

### **Beatrips Startup Business**

Event-based mobile application that curated user-personalized recommendations on events and venues in Istanbul.

- Led a team of 15 FTE's to grow platform to +8500 monthly active users.
- Co-developed business plan with financial projections and attracted \$100,000 of initial fund from investors.

**Product Strategist** Istanbul, TURKEY 2016 – 2017

### [Hypers.co](#), Native Marketing Analytics Platform

- Collaborated with the IT team to define platform specifications, features and use cases.
- Tested through beta groups to reduce time-to-market by 30% with agile methodology.

**Audit Intern** Istanbul, TURKEY 2015

### [Ernst & Young](#)

- Applied global audit methodologies for 3 different companies. Prepared the entire cash leads, mapped the changes in the financials and performed analytical review on specific accounts.

## PROJECTS

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### **Classification Algorithms to Predict Unsatisfied Customers for Santander**, Kaggle

By using different classification algorithms in **R**, I recommended tailored solutions for the unsatisfied customers to prevent them churn. Best performing model is XGBoost that has AUC of 0.837.

### **Insights from the Statistical Analysis of Bikeshare System**, Udacity

Investigated the demographics of bikers to derive insights about users and trips to optimize bike sharing in **Python**.

### **Text Mining Super Bowl 2019 Tweets**

Analyzed and visualized Super Bowl 2019 tweets to see the major insights by using **R tidy** and **Twitter API**.

## SKILLS

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**Computer Skills:** SQL, [R](#), [Python](#), Tableau, Stata, Google Analytics, Google BigQuery, Google Colab, Excel(VLOOKUP, Macros, Solver), Airtable, IBM Watson, HTML5, CSS, JavaScript, MS Office, Adobe Creative Suite (PSD, AI, ID), Zapier