

# Alper AYDIN

Data & Analytics Unit Manager

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## EXPERIENCE

### Analytics Discipline Leader

Data Science Manager, Python Instructor

Garanti BBVA

Istanbul, Turkey

2020/10-Present

Responsible for identifying analytical requirements of enterprise line of businesses, developing and leading solutions with businesss and technology teams.

- 360 Customer View
- Account Planning
- Customer Potential Estimation
- Long-term Service Model & Product Simulations
- Root Cause Analysis
- Benchmark Analysis
- Customer Segmentation & Lifetime Value
- Customer Network Analysis
- Churn & Propensity Models
- Price Sensitivity

### Data Scientist

Akbank T.A.Ş.

Istanbul, Turkey

2019/09-2020/09

- Customer Money Transfers Prediction on Mobile Banking App
- POS Logs Anomaly Detection
- Complaint Classification using NLP
- Fraudster Detection using Face Recognition
- Customer Network Analysis

### Akbank Artificial Intelligence Community Founder

Akbank T.A.Ş.

Istanbul, Turkey

2018/09-2020/09

- Community Founder
- Organizing meetings and workshop events with AI vendors
- Akbank AI Lab and Organizational Structure Advisory
- Instructor on AI and Machine Learning
- AI Project Workshops

### Senior Data Advisor & Data Quality Manager

Akbank T.A.Ş.

Istanbul, Turkey

2018/01-2020/09

- Data Advisor for Customer and Analytics Domains
- Data Quality Management Modeling
- Data Quality Database Modeling
- Data Quality Rule Analysis
- Root Cause analysis using Advanced Analytics
- Data Quality for AI & ML

### Sales & Maketing Analytics Manager, Data Owner

Akbank T.A.Ş.

Istanbul, Turkey

2012/11-2018/01

### Earlier

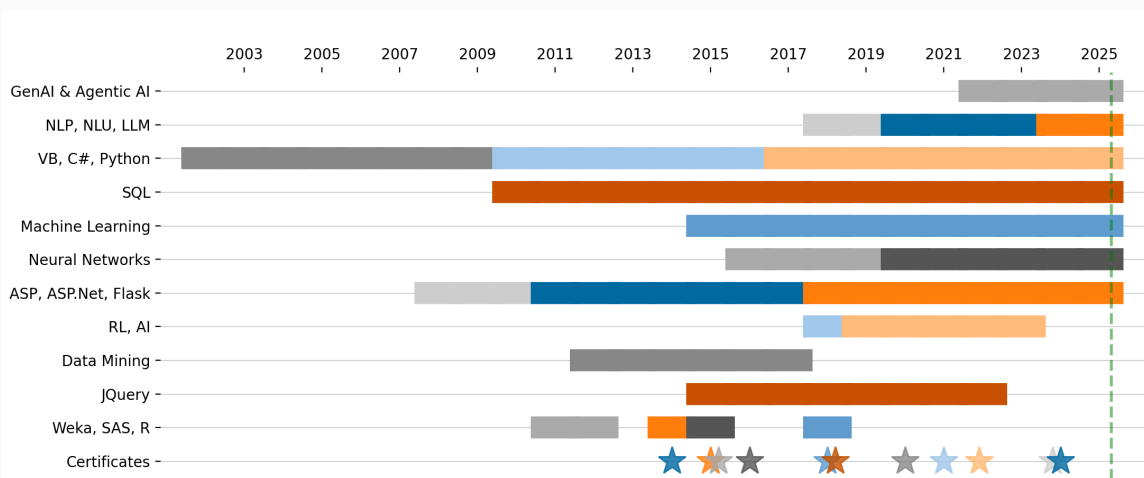
Akbank T.A.Ş.

Antalya, Turkey

2004/04-2012/11

- Operations Management Manager, 2008-2012
- Administrative officer, 2005-2008
- Teller, 2004-2005

## TIMELINE



## CERTIFICATES

- |  |                    |           |
|--|--------------------|-----------|
| Data Science & Machine Learning Bootcamp(link) | Veri Bilimi Okulu  | Dec 2021  |
| Reinforcement Learning (MAPEK9Z6CAGG)          | Coursera           | Mar 2020  |
| Python for Data Science (3390986)              | DataCamp           | July 2018 |
| Neural Nets and Deep Learning (KSCG4P9V7FJT)   | Coursera           | July 2018 |
| Big Data Analytics and Finance Sector          | Bilge Adam Academy | Dec 2016  |
| R Programming (9CVXE4Y7TX)                     | Coursera           | Aug 2015  |
| Data Science Toolkit (VFVUCY5DAA)              | Coursera           | July 2015 |
| SAS Querying and Reporting                     | SAS Turkey         | July 2014 |



## EDUCATION

### MSc in Data Analytics

Sabanci Univ., Istanbul, Turkey

2018:2019

3.85

#### Projects:

- Text Mining
- Time Series Analysis
- Credit Default Prediction
- Image Processing
- Spam Classification
- Optimization
- Big Data Querying
- AI Blocks Solver

### MSc in Informatics

O.D.T.U. Ankara, Turkey

2010:2012

3.50

#### Projects:

- Data Mining
- Predictive Analysis
- Multithread File Transfer
- Text Mining

### BA in Management

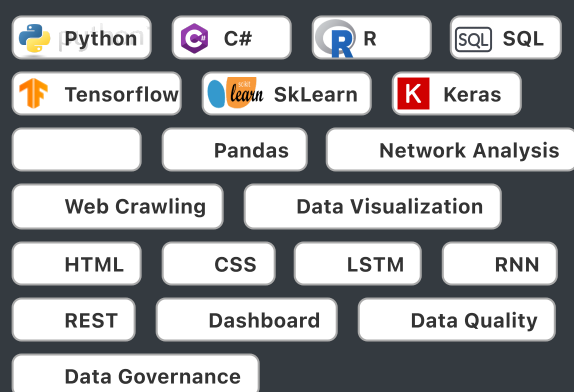
Akdeniz Univ Antalya, Turkey

1996:2002

3.05

- Financial Accounting
- Investment Project Analysis
- Economy and Management
- Statistics

## SKILLS



## HOBBIES

