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Deniz Nuhoglu

RESUME OBJECTIVE

As a senior data scientist with formal qualifications and 8 years of experience in a wide variety of analytics roles, recently I have moved to Lisbon and am open to providing remote data science services to clients in European Union. My expertise areas are Exploratory Data Analysis, ETL pipelines, modelling, recommendation engines, containerization and deployment. I have hands on prototyping and productionization experience both in GCP and AWS.

EXPERIENCE

SENIOR DATA SCIENTIST

The Iconic / May 2022 – May 2023 (Contract)

- Evaluated and implemented of Recommendations AI engine on GCP, producing "Similar Items" and "Products you may like" lists on The Iconic's website
- Performed a comprehensive Exploratory Data Analysis on Operations datasets, identifying improvement opportunities and discussing these with executives
- Deep dive into Fulfilment Center batching process, and implemented algorithms to improve productivity
- Executed transition project involving DBT transition of existing Airflow ETL jobs for marketing models, involving customer movements
- Technologies used: GCP (Bigquery, Compute Engine, Vertex AI, GA, Recommendations AI API), AWS (CDK, EC2, Redshift), Python (Sklearn, tf-keras, Pytorch), Airflow, dbt

DATA SCIENTIST

Vodafone / Dec 2020 – Apr 2022

- Performed cloud deployment, execution, and change management of the "Next Best Action" recommendation engine which generates the most relevant offers to be delivered to customers
- Used historic and current data to provide timely business recommendations using machine learning models (e.g., churn risk prediction, customer profiling and segmentation) for optimal Marketing, CLM and product activity
- Responsible for AWS infrastructure as the horizontal owner in team
- Technologies used: Python, AWS (EC2, Sagemaker, S3, Athena, EMR), GCP (Google Analytics), Python, Sklearn, SQL

SENIOR ANALYST, PRICING ANALYTICS

Commonwealth Bank / Oct 2019 – Nov 2020

- Maintained, updated and evolved propensity modeling to predict customer price sensitivity and default rates based on relevant customer features using data collected from strategy and control groups
- Utilized predicted customer funding rate and default rates to run price optimization at a segment level, then liaised with business teams to choose a scenario to maximize business outcomes such as profit and dollars funded
- Built a process in which competitor bank personal loan rates are captured daily via crawling and saved for monitoring purposes to proactively alert the business for changes in the competitive environment
- Technologies used: Python, R, SAS, SQL, Tableau

DEMAND PLANNING ANALYST

Woolworths Group / March 2018 – October 2019

- Utilized a variety of statistical and machine learning methods to accurately forecast demand for ongoing products to maximize service while minimizing inventory cost
- Technologies used: GCP (BigQuery), Python (sklearn, SQLAlchemy), SQL, Excel

SUPPLY CHAIN ANALYST / TEAM LEADER

Procter & Gamble Europe / May 2014 – Feb 2018

- Performed analysis required to deliver supply chain excellence such as safety stock in order to maximize service level of 98.5% while

EDUCATION

Masters of Data Science

University of Sydney,
Camperdown, NSW / 2019

Data Scientist ND

Nanodegree,
Udacity.com / 2019

Artificial Intelligence ND

Nanodegree,
Udacity.com / 2018

B.S. Industrial Engineer

B.A. Economics

Koc University,
Istanbul, Turkey / 2014