BERK ȘAFAK

🔗 https://hasanberksafak.com/   ✉ hberksafak@hotmail.com   📞 +48573164669

📍 Poznań, Poland   in hasanberksafak

Profile

Skilled Marketing Data Analyst with 3+ years of experience in marketing data analytics and financial modeling. Proficient in Tableau, Python, and SQL, with a strong background in Business Management and AI ethics. Has experience delivering actionable insights through KPI-driven data visualization and advanced analytical skills.

Professional Experience

MARKETING DATA ANALYST, *ARVENSIS AGRO S.A* 🔗   09/2021 – present | Remote Role
- Analyzed 300+ datasets using Tableau, creating KPI dashboards to identify trends
- Utilized Python libraries (Pandas, NumPy, Statsmodels, SciPy) for data cleaning, statistical analysis, predictive modeling, and forecasting, enabling data-driven marketing insights and campaign optimization
- Applied A/B testing to optimize agricultural marketing strategies, achieving a 20% increase in campaign effectiveness and a 15% boost in customer retention.

JUNIOR MARKETING ANALYST, *ARVENSIS AGRO S.A*   09/2019 – 08/2021 | Ankara, Turkey
- Completed 3-month training in Zaragoza, Spain.
- Collaborated with the engineering team to enhance product-market alignment.
- Developed Tableau dashboards to visualize crop performance and market trends
- Assisted in field data collection, improving data accuracy for decision-making.

Portfolio Projects

Regional Analysis of Ingredients Consumption with SQL / Tableau / Excel 🔗

Turkish Recipes Handbook with SQL / Tableau / Python 🔗

Optimizing Local Pizzeria Operations with SQL / Tableau / Excel 🔗

Housing Insight Dashboard with Tableau / Excel 🔗

Amazon Costumer Review Analysis with Python 🔗

Data Related Jobs Salaries for 2022 with Tableau 🔗

Education

Intercultural Communication, *Adam Mickiewicz University* 🔗   10/2021 – 07/2024 | Poznań, Poland
- Artificial Intelligence Ethics in EU

Business Management, *Hacettepe University* 🔗   09/2015 – 09/2019 | Ankara, Turkey
- Database Management / SQL / Advance Statistics

Skills

Tableau | **Python** — Pandas, NumPy, Scikit-Learn, Statsmodels | **SQL** — MySQL | **Power BI** | **Microsof Excel** — Functions, Modelling

Certificates

IBM Data Science Professional Certificate 🔗 | Python and Tensorflow for Data Science 🔗 |
Learning SQL with Applications 🔗 | Modeling Risk and Realities 🔗

Languages

English — Fluent   **Turkish** — Native/Bilingual

Polish — Conversational   **Spanish** — Conversational