

# BERK ŞAFAK

hasanberksafak.com hberksafak@hotmail.com +48 573 164 669

Poznań, Poland LinkedIn: linkedin.com/in/hasanberksafak



## Professional Summary

Marketing Data Analyst with 4+ years of experience transforming marketing, sales, and customer data into actionable business insights. Skilled in Tableau, Power BI, SQL, Python, Excel, KPI reporting, forecasting, A/B testing, and campaign performance analysis. Experienced in building dashboards, analyzing customer behavior, and supporting data-driven marketing and sales decisions.

## Professional Experience

**MARKETING DATA ANALYST, ARVENSIS AGRO S.A** 09/2021 – Present | Remote Role

- Owned Tableau reporting for campaign, sales, product category, and retention KPIs across plant nutrition products.
- Used SQL and Python to analyze regional sales and customer behavior, identifying demand patterns, target segments, and positioning opportunities.
- 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

## Portfolio Projects

**Regional Analysis of Ingredients Consumption | SQL, MySQL, Tableau, Excel, Data Cleaning, Data Modeling**

Built Tableau dashboards from relational sales data to identify regional demand patterns and support targeted marketing, segmentation, and inventory decisions.

**Turkish Recipe Collection Dashboard | Python, MySQL, Tableau, JSON, API Integration**

Built a Python-based data pipeline to translate, structure, and load 685 Turkish recipes into MySQL; developed an interactive Tableau dashboard with filters for category, ingredients, and recipe details.

**Optimizing Local Pizzeria Operations | SQL, MySQL, Tableau, Excel, Data Modeling**

Built SQL-driven Tableau dashboards to analyze sales trends, ingredient costs, stock levels, and labor expenses.

## Education

**M.A. in Cultural Studies – Intercultural Communication for** 10/2021 – 07/2024 | Poznań, Poland

**Organizational and Business Contexts, Adam Mickiewicz University**

- Master's Thesis: *Artificial Intelligence Ethics in the European Union*

**Business Management, Hacettepe University**

09/2015 – 09/2019 | Ankara, Turkey

## Skills

**Data Visualization:** Tableau, Power BI

**Programming:** Python, Pandas, NumPy, Scikit-learn, Statsmodels, SciPy

**Analytics:** A/B Testing, Forecasting, Predictive Modeling, Statistical Analysis, KPI Reporting

**Databases:** SQL, MySQL

**Business Tools:** Microsoft Excel, Data Modeling, Dashboard Development

## Certifications

- IBM Data Science Professional Certificate
- Python and TensorFlow for Data Science
- Learning SQL with Applications

## Languages

- English:** C2 / Professional Proficiency
- Turkish:** Native / Bilingual Proficiency
- Polish:** A1 / Basic Proficiency
- Spanish:** A2 / Elementary Proficiency