

SEDAT TÜRK

DATA ANALYST & BUSINESS INTELLIGENCE

Power BI • SQL • Advanced Excel • Python

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PROFESSIONAL PROFILE

Data analyst experienced in CRM, sales, marketing and logistics. Uses **Power BI, SQL, advanced Excel and Python** for business analysis, dashboards and management reporting. Combines international freelance analytics experience with hands-on use of **Claude Code** to build AI agents, develop applications and write automation scripts.

CORE EXPERTISE

Power BI: Dashboards, data visualization, management reporting

SQL: Database setup and management, data analysis, reporting datasets

Advanced Excel: Operational analysis, recurring reports, performance monitoring

Python: RFM and ROI analysis, customer segmentation, churn modeling

PROFESSIONAL EXPERIENCE

Freelance Data Analyst & BI Consultant

International clients | Projects typically lasting 1-2 months

- Performed RFM and ROI analyses in Python for an Australian client.
- Built an admin panel using SQL and React Native to help a company monitor website analytics.
- Automated and refined Excel and Power BI reports for a Canadian company.

CRM & Data Analyst

Multinet Up | Mar 2023 - Jun 2025

- Built and managed SQL databases to support structured, reliable data for analysis and reporting.
- Developed Power BI reports for sales and marketing; delivered daily, weekly, monthly and annual reporting to senior management.
- Performed Python-based RFM segmentation and customer churn analysis to support sales targeting and customer retention; developed predictive churn models.
- Automated manual workflows with Power Automate and collected B2B data through web scraping to support market and customer analysis.

Data & Process Analyst

Barsan Global Logistics | Jul 2022 - Mar 2023

- Managed data and process analysis for Mercedes-Benz customs clearance operations in Türkiye.
- Analyzed operational performance using SQL and Excel; created Power BI dashboards and regular reports for the Mercedes-Benz executive board.
- Developed dynamic, automated data models for process tracking and supported initiatives to reduce customs clearance time.

CRM & Customer Data Analyst

Hotel Chain, Cyprus | Oct 2021 - Jun 2022

- Prepared Excel and Power BI reports using customer feedback, survey results and operational data to support guest satisfaction and management decisions.

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SELECTED INDEPENDENT PROJECTS

Rally Pulse

Independent mobile game | Published on the App Store

- Developed and published a Swift-based mobile rally game for iPhone and iPad, taking the product from development to App Store release.
- Features include classic and daily challenge modes, Game Center support, offline play, and English and Turkish language options.

<https://apps.apple.com/us/app/rally-pulse/id6806380508>

WordPulse - Learn Fast (Apple Watch)

Apple Watch vocabulary application | Published on the App Store

- Designed, developed and published a Swift-based vocabulary learning application for Apple Watch, from concept through release.
- Managed user experience, interface flows, learning mechanics, TestFlight testing and App Store Connect configuration.

<https://apps.apple.com/us/app/wordpulse-learn-fast/id6761376451>

ADES Gelir-Gider

Personal finance application | Development project

- Developed a React Native-based personal finance application designed for iOS and Android, with features for income, expenses, savings and monthly payment tracking.
- Designed the application structure and user flows around practical day-to-day budget management.

<https://github.com/SedatTürk/ADES-Gelir-Gider>

EDUCATION

Management Information Systems

Anadolu University | 2019 - 2025

Sociology

Istanbul University | 2017 - 2021

SELECTED TRAINING & CERTIFICATES

Data Analysis in SQL | DataCamp | Feb 2023

Data Analysis in Excel | DataCamp | Sep 2022

Python and TensorFlow for Data Science | BTK Akademi | Jul 2021

AI & ADDITIONAL TECHNICAL SKILLS

Python • RFM analysis • Customer segmentation • Churn analysis

Power Automate • RPA • Microsoft Dynamics • Web scraping

Swift • Xcode • React Native • Process improvement

Claude Code & AI: Created AI agents, developed applications and wrote automation scripts using AI-assisted workflows.