Cem Karisli

MSc Financial Data Analytics | Data Analyst / Data Scientist

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Summary

Data professional with a strong statistical and analytical foundation, combining academic training with hands-on industry experience. Experienced in developing data-driven solutions using Python and advanced Excel, and in translating complex analytical outputs into actionable insights for business stakeholders within agile, cross-functional teams. Currently pursuing an MSc in Financial Data Analytics and seeking data analyst or data scientist roles in the UK.

Right to work in the UK: Student visa (part-time during term, full-time during vacations); Graduate visa application planned upon graduation

Experience

MediaMarkt   *Istanbul, Turkey*
Insurance and Value-Added Services Specialist (Data & Reporting Focus)   01/2025 – 06/2025

- Automated recurring sales and performance reports using Python and advanced Excel, reducing daily reporting time from 25 minutes to 2 minutes.

- Performed competitor analysis through web scraping with Python and Selenium, transforming raw data into structured Excel reports for business stakeholders.

- Prepared detailed performance and pricing analysis using Excel, Python, and SAP BusinessObjects to support commercial decision-making.

- Analysed sales trends and post-campaign performance, delivering insight-focused reports to category and management teams.

- Acted as Scrum Master within an agile team, coordinating sprints and facilitating collaboration between business, IT, and external partners.

Koctas   *Istanbul, Turkey*
Associate Customer Experience Specialist (Analytics & CX)   01/2023 – 01/2024

- Analysed call centre performance metrics (NPS, SL, ASA, AHT, FCR) using advanced Excel to identify trends and operational improvement opportunities.

- Built structured Excel-based reports and dashboards to support customer experience analysis and management reporting.

- Conducted root cause analysis on CRM and customer survey data, translating findings into actionable recommendations for process improvement.

- Led digital customer experience initiatives, working closely with web, mobile, and analytics teams to align technical delivery with business needs.

- Designed IVR and chatbot flows, created UAT scenarios, and coordinated testing processes with cross-functional stakeholders.

Education

University of Sussex   *Brighton, United Kingdom*
MSc in Financial Data Analytics   09/2025 – 08/2026

Focus: Statistical analysis, optimisation, machine learning, and Python-based data analysis for financial and risk-related decision making

Dogus University *Istanbul, Turkey*
MSc in Computer and Information Science (Thesis Stage) 09/2024 – Present
GPA: 3.64 / 4.00
Focus: Machine learning, deep learning, data analysis, and business intelligence

Cukurova University *Adana, Turkey*
BSc in Industrial Engineering 09/2017 – 08/2023
Focus: Operations research, optimisation, statistics, and production planning

Anadolu University *Distance Education*
BSc in Management Information Systems 09/2018 – 08/2023

Skills

Programming: Python (Pandas, NumPy, scikit-learn, statsmodels), SQL (PostgreSQL, MSSQL), R (basic)

Data & Machine Learning: Data cleaning, data preprocessing, feature engineering, supervised & unsupervised learning, regression, classification, model validation and evaluation

Visualisation & Business Intelligence: Excel (advanced formulas, Pivot Tables, Power Query), Power BI (dashboard development), Matplotlib, Seaborn

Tools & Platforms: GitHub, SAP, Azure, Linux (basic)

Languages

English (Proficient – IELTS 7.0/9.0) Turkish (Native)

Certifications

- IELTS Academic (Overall Band 7.0/9.0) – British Council (2025)

- Supervised Learning with scikit-learn – DataCamp (2025)

- Introduction to Power BI – DataCamp (2025)

- Introduction to DAX in Power BI – DataCamp (2025)

- Fundamentals of Accelerated Computing with CUDA C – Nvidia (2025)

- Deep Learning Fundamentals – Nvidia (2025)

- English Proficiency Certificate (Score 120) – Duolingo (2025)

- Data Analyst Bootcamp – Miuul (2024)

- Web Scraping with Selenium – Miuul (2024)

- Intermediate Python for Developers – DataCamp (2024)

- Data Manipulation with Pandas – DataCamp (2024)

Projects

Predictive Analytics for Professional Cricket (Ongoing)   *United Kingdom*
Industry-Academic Collaboration with a UK County Cricket Club

- Selected for a competitive, multi-year applied analytics project delivered jointly by the University of Sussex and a UK professional county cricket club.

- Developed initial expected runs models using Ordinary Least Squares (OLS) regression on ball-by-ball tracking data to establish analytical baselines.

- Conducted statistical interpretation of model outputs, including coefficient analysis, goodness-of-fit assessment, and limitations of linear modelling in a sports context.

- Authored and presented a technical report translating statistical findings into actionable insights for non-technical stakeholders.

- Led and coordinated a team of four students, guiding modelling decisions, task allocation, and analytical direction.

- Project roadmap includes residual-based performance evaluation, advanced machine learning models, and decision support for player recruitment and tactical planning.

Metric Documentation for Machine Learning Classifiers (Streamlit App)   *Istanbul, Turkey*
07/2025

- Developed an interactive Streamlit app to explain and visually compare Log Loss and Focal Loss metrics in machine learning.

- Explained mathematical background, formulas, and use cases of both metrics with interactive charts.

- Simplified theoretical explanations by referencing academic sources.

- Made available on GitHub and published via Streamlit.

- Streamlit App Link: log-focal-loss.streamlit.app

Pneumonia Detection from Chest X-rays   *Istanbul, Turkey*
12/2024

- Built a CNN-based application (Xception model) for pneumonia detection from X-ray images.

- Designed a GUI for uploading X-rays and viewing predictions.

- Measured model accuracy and presented results in an academic setting.

- Addressed class imbalance that negatively affected model performance.

Find Me Online

LinkedIn: linkedin.com/in/karislicem   —   Website: cemkarisli.com