Umay Yentur
Data Analyst

A data enthusiast passionate about AI, big data, and machine learning. I enjoy solving real-world challenges and continuously improving my skills to deliver impactful solutions.

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EDUCATION

Bachelor of Statistics
Marmara University

10/2020 - 09/2024   *77.8/100*

WORK EXPERIENCE

Data Scientist
Bulutklinik

11/2023 - Present

Achievements/Tasks

- Conducted data analysis, data transfer, and visualization to derive actionable insights for operational improvements.
- Built time series forecasting models to predict doctor appointment schedules, achieving 95% accuracy and automating bi-weekly predictions.
- Developed and deployed CNN models for image-based tasks, improving system performance in medical applications.
- Performed sentiment analysis and keyword filtering to analyze patient feedback, utilizing NLP techniques.
- Designed and implemented end-to-end data pipelines to collect, preprocess, and analyze large-scale datasets for model training and reporting purposes.

Digital Marketing Manager
Freelancing on multiple social media platforms

08/2022 - Present

Achievements/Tasks

- Utilized Google Ads and Meta Business tools to optimize advertising strategies, leading to measurable growth in campaign ROI (Return on Investment).
- Leveraged Google Analytics to analyze user behavior, identify key traffic sources, and provide actionable insights, resulting in a 28% increase in local brand visibility.
- Helped grow people's brand's influence locally while also increasing their brand loyalty and awareness.

Technical Support Specialist
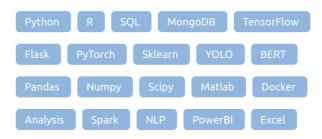Marmara University computing department

01/2021 - 03/2024

Achievements/Tasks

- Trained new staff and interns on IT infrastructure, troubleshooting techniques, and system usage, ensuring seamless team adaptation and knowledge transfer.
- Installed and configured computer systems and essential software, while diagnosing and resolving hardware, network and system issues, including server-related connection problems.
- Developed an Excel-Based workflow system to efficiently track technical requests, improving task management and response times.

SKILLS

Python · R · SQL · MongoDB · TensorFlow · Flask · PyTorch · Sklearn · YOLO · BERT · Pandas · Numpy · Scipy · Matlab · Docker · Analysis · Spark · NLP · PowerBI · Excel

TÜBİTAK-FUNDED RESEARCH PROJECTS

Image Processing and Machine Learning for Dermatological Diagnosis (Project No: 7240694)
- Developed image processing and machine learning models for dermatological diagnosis, improving classification accuracy.

AI Algorithms for Patient-Doctor Matching and Treatment Optimization (Project No: 7240117)
- Designed decision support systems to enhance patient-doctor matching, optimizing treatment processes using AI.

VOLUNTEER EXPERIENCE

TODAP (11/2024 - Present)
Program Coordinator

WWF (11/2023 - Present)
Member

PERSONAL PROJECTS

DERMAI: Achieved Second Place in a Hackathon
Developed a CNN-based dermatological diagnosis model, achieving 95% accuracy in prediction

Tennis Match Analysis Using Object Tracking
Implemented object detection and tracking algorithms to analyze player and ball movements in real time.

TV Series Analysis
Developed an NLP-based TV series analysis pipeline using Transformers, SpaCy (NER), Scrapy, PyTorch, and NetworkX for character network visualization.

LANGUAGES

Turkish
Native or Bilingual Proficiency

English
Full Professional Proficiency

French
Elementary Proficiency