

# OZLEM TONBUL

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## CAREER HIGHLIGHTS

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- Brings 3+ years of experience building AI-powered decision systems, analytics pipelines and business intelligence solutions across e-commerce, SaaS and international projects.
- Builds automated decision pipelines using Python, SQL and Power BI, integrating ERP, Google Ads and GA4 data to support intelligent operational and commercial decisions.
- Maintains ROAS at approximately 14.6x during a 65% increase in Google Ads spend through AI-enabled analytics and automated reporting workflows.
- Eliminates 40+ hours of manual analysis per month by developing scalable data pipelines and decision automation systems.
- Applies Python, Pandas and NumPy to clean, transform and validate operational datasets, improving KPI visibility and analytical decision-making.
- Designs AI-enabled analytics workflows and decision intelligence solutions that improve operational visibility and support proactive business actions.
- Demonstrates strong public credibility through a professional analytics portfolio, GitHub projects and speaking engagements focused on AI-powered decision systems and intelligent automation.

## KEY AREAS OF EXPERTISE

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- AI-Enabled Decision Support Systems
- Python, SQL & Power BI Automation
- Analytics Workflow Automation
- LLM-Assisted Analytics & Prompt Engineering
- Predictive Analytics & Forecasting
- Data Pipelines & Reporting Automation
- Business Intelligence & Data Visualisation
- Commercial & Operational Decision Intelligence

## PROFESSIONAL EXPERIENCE

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### Operations Data Analyst – E-commerce Operations | Aug 2023 – Present

*Vicco | Istanbul, Turkey | On-site, International E-commerce Operations*

- Built a SKU-level stock health and availability model across 1,000+ active SKUs, introducing Days of Supply calculations and Healthy, Risk and Critical classifications to improve stock-out visibility, reduce inventory exposure and support proactive replenishment planning.
- Integrated Google Ads and GA4 demand signals with real-time Nebim ERP inventory data, enabling marketing and operations teams to align campaign priorities with live stock availability, reduce out-of-stock campaign exposure and lower reactive purchasing incidents.
- Maintained ROAS at approximately 14.6x during a 65% increase in Google Ads spend by building an automated SQL, Python and Power BI pipeline that consolidated 4+ data sources including Google Ads, GA4, Search Console and Nebim ERP, eliminating 40+ hours of manual analysis per month.
- Designed automated low-stock alert logic across 1,000+ active product lines, enabling operations teams to identify replenishment risks earlier and reduce dependency on manual stock monitoring.
- Built executive Power BI dashboards consolidating marketing, inventory and operational data into one decision-making layer, adopted across 3+ cross-functional teams including operations, marketing and leadership for real-time visibility across ROAS, stock health, fulfilment performance and replenishment priorities.
- Increased organic traffic value by 35% by analysing a 50,000+ URL SEO dataset, identifying high-ROI keyword opportunities and translating search performance insights into prioritised optimisation actions that supported 30% YoY revenue growth.

### Business Analyst & Project Coordinator Intern (International Project) | Jan 2026 – Present

*Freedom House System | Remote (Canada-Based International Project) | Reference Letter Available*

*Affordable housing SaaS platform designed to improve housing accessibility for vulnerable and homeless individuals.*

- Coordinated Agile delivery across an international SaaS project team, translating complex housing access requirements into user stories, workflows, SRS documentation and KPI tracking structures to improve execution clarity across Module 1 and Module 2.
- Improved alignment between development, UI/UX, database and testing stakeholders by structuring sprint priorities, backlog items and milestone tracking, reducing delivery ambiguity and increasing structured execution across the international project.
- Established a KPI tracking and reporting framework to monitor module readiness, sprint delivery rate and milestone completion, improving execution visibility across technical and functional stakeholders.
- Acted as a bridge between technical and business stakeholders by translating complex analytics outputs into clear, structured requirements for development, UI/UX and testing teams across the international project.

## **Operations Data & Reporting Intern (International Project) | Oct 2025 – Jan 2026**

*MindArk.ai (USA) | Remote, United States (International Project) | CEO-Signed Reference Letter Available*  
*Knowledge-capture and onboarding intelligence platform operating across international markets.*

- Automated operational data preparation for Denmark-region datasets using Python, Pandas and NumPy, reducing manual reporting effort and improving analysis turnaround speed for regional performance analytics.
- Improved reporting accuracy across an international SaaS environment by cleaning, transforming and validating operational datasets used for KPI aggregation and onboarding workflow analysis.
- Applied KPI aggregation logic and onboarding workflow calculations to surface operational efficiency insights, improving regional KPI visibility and directly supporting process optimisation decisions.
- Built Power BI dashboards for regional operations KPIs, improving management visibility and supporting data-driven process optimisation decisions across the international SaaS environment.

## **Performance Data Specialist – Inventory & ERP Reporting | Dec 2022 – Jul 2023**

*Abluka | Istanbul, Turkey | Hybrid / International Client Projects*

- Analysed inventory performance across 2,000+ active SKUs using Nebim ERP and Shopify, identifying slow and fast-moving stock trends that informed purchasing decisions and improved stock allocation planning accuracy.
- Improved ERP data accuracy and warehouse reporting visibility by developing structured stock monitoring and replenishment reports, reducing stock discrepancy exposure and supporting faster stock control decisions across commercial and warehouse teams.
- Supported more data-driven purchasing decisions by segmenting 2,000+ SKUs by movement speed, stock risk and replenishment priority using ERP and Shopify data, enabling the purchasing team to rebalance stock allocation and reduce dead stock exposure.
- Strengthened inventory reporting reliability by improving the structure and consistency of ERP-based stock reports used by purchasing, commercial and warehouse stakeholders, reducing inventory reconciliation time and data error exposure.

## **Operations & Reporting Assistant | Dec 2021 – Sep 2022**

*Visiosoft A.Ş. | Istanbul, Turkey*

- Supported daily operational reporting and performance monitoring across key business functions, improving management visibility and laying the groundwork for structured KPI analysis and process optimisation.
- Designed and maintained structured KPI tracking reports and performance monitoring workflows, contributing to more accurate, data-driven operational decisions and reducing manual data reconciliation time across recurring reporting cycles.
- Documented and tracked business workflows and KPI reports across multiple departments, improving process consistency, data reliability and cross-functional reporting alignment.
- Demonstrated strong learning velocity by transitioning from operations reporting into structured KPI analysis, data accuracy improvement and cross-functional process optimisation support.
- Supported operational efficiency by assisting cross-functional teams with analytical reporting, contributing to improved data accuracy and management visibility across multiple business functions.

## **EDUCATION**

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BSc International Trade | Duzce University | 2017 – 2021

## **CERTIFICATIONS & PROFESSIONAL DEVELOPMENT**

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- SAP ERP MM & SD Modules (Warehouse & Logistics Training) – Europe Coding School, 2021
- Supply Chain Logistics – Rutgers University (Coursera), 2026
- Warehouse & Health & Safety Certifications – Alison, 2026: Diploma in Warehouse Management; Health & Safety at Work; Manual Handling Safety Training
- Google Data Analytics Professional Certificate – Google, 2025
- Data Science & Operational Analytics (Python & Power BI) – Europe Coding School, 2025
- Business Analysis & Project Management – Europe Coding School, 2025
- Microsoft Excel for Data Analysis & Operational Reporting – Microsoft, 2025
- IBM Introduction to Data Analytics – IBM, 2025

## **LANGUAGES**

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- English – B2 (Upper-Intermediate)
- Turkish – Native