

Ozlem Tonbul

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Visa Status: Seeking UK Skilled Worker Visa Sponsorship | Open to Relocation

AI-Driven E-commerce Decision Systems Specialist with 3+ years of experience building operational, marketing and inventory analytics systems for high-volume e-commerce environments. Proven track record of measurable business impact: maintained ROAS at ~14.6x across a 30% YoY revenue uplift, increased organic traffic value by 35%, and eliminated 40+ hours of manual analysis per month through ML-powered pipelines.

Experienced in integrating Google Ads, GA4 and ERP inventory data to improve operational visibility, growth analytics and performance optimisation. Built end-to-end SQL → Python → Power BI pipelines, KPI intelligence dashboards and inventory visibility systems that replaced manual reporting and drove data-driven decisions across operations and marketing.

Strong background in supply chain analytics, inventory intelligence, SEO & Ads analytics and executive-level reporting. Portfolio of AI-driven projects at ozlemtonbul.com including a full Marketing ETL Pipeline (Google Ads API + GA4 + Power BI), SEO Performance Intelligence system (+35% traffic value), and ML-powered decision pipelines.

KEY COMPETENCIES

- Supply Chain & Inventory Analytics
- SKU-Level Stock Health & Risk Modelling
- Warehouse Operations & Stock Control
- Inventory Turnover Analysis & Replenishment Planning
- KPI, SLA & Fulfilment Performance Monitoring
- KPI Intelligence Dashboards
- Google Ads & GA4 Analytics
- Decision Support Systems
- SAP ERP (MM, SD) & Nebim ERP
- SQL, Python & Power BI Automation
- ERP Data Integration & Workflow Optimisation
- Demand and Inventory Data Alignment
- Cross-Functional & International Team Collaboration
- AI-Driven Decision Systems
- Predictive Analytics & Forecasting
- Business Intelligence Systems

WORK EXPERIENCE

Operations Data Analyst – E-commerce Operations
Vicco | Istanbul, Turkey | On-site, International E-commerce Operations

Aug 2023 – Present

- Built a SKU-level Stock Health & Availability Model across 1,000+ active SKUs, introducing Days of Supply (DOS) calculations and a Healthy / Risk / Critical risk classification system directly reducing stock-out exposure and enabling proactive replenishment decisions.
- Integrated Google Ads & GA4 demand signals with real-time Nebim ERP inventory data, aligning marketing spend decisions with live stock availability and reducing reactive purchasing incidents.
- Developed an end-to-end SQL → Python → Power BI pipeline automating KPI dashboards for inventory turnover, fulfilment monitoring and warehouse performance replacing manual reporting and delivering real-time operational visibility.
- Designed and deployed automated low-stock alert logic, enabling data-driven replenishment planning and reducing potential stock-out risk across 1,000+ active product lines.
- Built executive-level Power BI dashboards consolidating multi-source operational data into a single decision-making layer, adopted across operations and leadership for inventory intelligence and strategic visibility.
- Enhanced cross-department decision-making by delivering structured operational reporting, improving alignment between marketing and operations on demand-stock planning.

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.

- Led Agile coordination of a cross-functional international team (development, UI/UX, database, testing), ensuring structured sprint planning and milestone delivery reducing delivery ambiguity and improving execution predictability across Module 1 and Module 2.
- Translated complex housing-access requirements into structured user stories, backlog prioritisation and an MVP-aligned roadmap, accelerating functional delivery and stakeholder alignment.
- Designed AS-IS / TO-BE workflows, use cases and SRS documentation covering RBAC, land registry workflows, GIS-based data logic and modular housing assignments, supporting funding-readiness initiatives.
- Established a KPI tracking and reporting framework to monitor module readiness and delivery performance, improving visibility across technical and functional stakeholders.
- Improved alignment between technical and functional stakeholders, reducing delivery ambiguity and increasing structured execution across the international project.
- Supported documentation and process preparation for funding-readiness initiatives.

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.

- Collected and structured Denmark-region operational datasets, automating data preparation using Python (Pandas, NumPy) reducing manual reporting effort and improving analysis turnaround speed for regional performance analytics.
- Performed Python-based data cleaning, transformation and exploratory analysis, improving reporting accuracy and dataset consistency across the international SaaS environment.
- Applied KPI aggregation logic and onboarding workflow calculations to surface operational efficiency insights, directly supporting process optimisation decisions.
- Automated dataset preparation processes, reducing manual reporting effort and increasing analysis efficiency across regional operations.
- Built Power BI dashboards visualising key operational KPIs, enhancing management visibility and enabling data-driven decisions at regional level.
- Contributed analytical insights supporting process optimisation within 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 directly informed purchasing decisions and improved stock turnover planning accuracy.
- Built structured stock monitoring and replenishment reports that reduced stock discrepancy incidents and enhanced ERP data accuracy across commercial and warehouse teams.
- Delivered inventory trend analysis (slow-movers vs fast-movers) enabling the purchasing team to rebalance stock allocation and reduce dead stock across the product range.
- Enhanced warehouse reporting visibility through ERP data quality improvements, contributing to faster and more reliable stock control decisions across commercial teams.

Operations & Reporting Assistant

Visiosoft A.Ş. | Istanbul, Turkey

Dec 2021 – Sep 2022

- Supported daily operational reporting and performance monitoring, improving decision-making visibility for senior management across key business metrics and KPIs.
- Designed and maintained structured KPI tracking reports, contributing to more accurate, data-driven operational decisions and reducing manual data reconciliation time.
- Documented and tracked business workflows, improving process consistency and data reliability across multiple departments and reporting cycles.
- Assisted cross-functional teams with reporting and analytical support, contributing to process optimisation initiatives and improving cross-team data alignment.
- Contributed to improving data accuracy and reporting quality across multiple business functions, laying groundwork for scalable operational analytics.

EDUCATION & CERTIFICATIONS

BSc International Trade | Duzce University

2017 – 2021

- 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

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