

Sahin Cetin – Data & Business Analyst

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Professional Summary

Data and Analytics professional with experience in building business intelligence solutions, developing Power BI reports, analytical datasets, and SQL-based data models. Skilled in translating business requirements into scalable reporting solutions, defining KPIs, validating data quality, and delivering actionable insights for business stakeholders. Experienced in data modeling concepts, ETL workflows, and analytics development across complex datasets, with a strong focus on usability, maintainability, and governed self-service analytics. Databricks certified and experienced in applying modern data platform concepts, including lakehouse architectures and analytics-ready data structures.

Technical Skills

- SQL & Data Modeling: Advanced SQL for ETL design, data warehouse querying, and analytics layer development; dimensional modeling concepts applied.
- Analytics & Experimentation: Analysis of production and finance datasets; statistical anomaly detection across temporal, volumetric, and segmentation dimensions.
- Business Analysis: Experience gathering requirements from business owners and SMEs, translating findings between technical and non-technical audiences, and assessing cross-system impact of changes.
- BI & Data Visualization: End-to-end Power BI development, interactive dashboards, KPI tracking, and user behavior analysis across multiple delivery contexts.

Professional Experiences

Data & Business Analyst, Volvo Group | July 2026 – Present | Göteborg, Sweden

- Act as the cross-functional bridge between Business, Back-end, Data, and AI teams within a proactive sales tool development initiative for Volvo Construction Equipment.
- Translate business requirements into data-driven functional specifications, ensuring alignment between stakeholder expectations and technical delivery.
- Define and validate data flows, KPIs, and reporting logic that underpin the proactive sales engine's decision-making layer.

Internal Auditor & Analytics Associate, IKEA/INGKA | October 2025 – April 2026 | Malmö, Sweden

- Developed data quality tracking and reporting workflows within the audit database using PowerBI, creating interactive visualizations to streamline risk monitoring and action/follow-up management.
- Supported a data governance assessment by analyzing cross-system financial data flows to help identify revenue recognition anomalies and data quality issues across different markets.

Freelance Data Analyst | July 2024 – August 2025 | Remote

- Utilized Python and SQL to analyze datasets, identifying sales trends and stocking inefficiencies for an apparel store. These analyses provided actionable insights for optimizing product assortment and managing inventory.
- Engineered and automated data pipelines and ETL processes in Python, leveraging PySpark for processing, Pandas for data manipulation, and implementing data quality checks.
- Developed a comprehensive visitor behavior analysis dashboard for a healthcare equipment website, using Power BI to track key metrics such as user flow, bounce rates, and session duration.

Internal IT Auditor & Audit Analytics, Yapi Kredi Bank | February 2020 – March 2023 | Istanbul, Turkey

One of the leading publicly traded private banks in the country, with over 15,000 employees. | [Yapi Kredi Bank](#)

- Conducted evaluations of IT developments and projects, collaborating closely with IT teams to implement suitable controls by identifying and addressing underlying issues.
- Identified significant anomalies in transaction data using statistical analysis, leading to the discovery of potential fraudulent activities and providing concrete intelligence for risk mitigation.
- Supported the development and improvement of internal control reporting tools and infrastructure to ensure data quality and accessibility for reporting and analysis.

Automation Engineer & Data Analyst, Guncel Yazilim | *October 2018 – January 2020 | Bursa, Turkey*

A technology company providing ERP and automation systems solutions for the textile industry, operating both nationwide and internationally.

- Developed SQL-based BI reports analyzing real-time IoT device telemetry for manufacturing analytics; optimized data extraction pipelines for production reporting.
- Engineered a recommendation system using Python and SQL to automate manual fabric sample distribution. Successfully addressed low order conversion rates by engineering a solution that increased the sample-to-order ratio from 0.98% to 4.92% through precise customer targeting.
- Applied data cleaning and processing techniques on large datasets, improving data quality and accuracy for subsequent data mining and machine learning tasks.

Education and Certifications

- **Databricks Certified Data Engineer Associate | May 2026**

Certifies the ability to execute core data engineering tasks on Databricks, including ETL development, job scheduling, performance optimization, and secure data management.

[Credential Link](#)

- **Microsoft Certified: Azure Fundamentals | August 2025**

Covered core cloud concepts such as compute, storage, networking, and security in Microsoft Azure.

[Credential Link](#)

- **Data Science Certification Programme | Koc University | September 2021 – June 2022**

Acquired a strong foundation in AI, ML, and DL through a comprehensive certification programme. Gained practical experience in data analysis and modeling by completing lab sessions and data science projects.

- **Bachelor of Science in Industrial Engineering | Uludag University | September 2015 – January 2020**

Developed a strong foundation in a programme that combines systems analysis, operational research and mathematical modeling to solve complex business problems and optimize operational efficiency. Gained theoretical knowledge and practical skills in programming and statistical analysis. Applied this knowledge to a machine learning-focused graduation project, gaining hands-on experience in building probabilistic models using real-world data.