

Mustafa Bozkurt



Expertise areas

Skills

Data Analytics	
Market research	
Business intelligence	
Database marketing	

Business kennis

FMCG	
Telecom	
Finance	

Tools

R	
KNIME	
SQL	
SAS	
Oracle	
Power BI	
Process mining	
Python	
Databricks (Azure)	

"Don't tell me what you did, show me!"

I am an experienced and motivated data analyst/ scientist with a passion for data and analysis. As a senior data analyst and consultant, I have nearly 15 years of experience in data modeling and data analysis, as well as innovation research. I have gained this experience across various sectors, including financial services, retail, FMCG, and telecommunications.

I have held diverse roles in advanced analytics, focusing on modeling/predictive models, trigger-based campaigns, list management, and customer value calculation. My innovation research has covered areas such as occasion-based segmentation, concept testing, lead user communities, and conjoint analysis. Additionally, I provide training in advanced analytics and tools.

I hold an academic degree and have proficiency in the following analytics tools and languages:

Excel, SPSS, Knime, R (Shiny), SQL, Python, SAS (CI/EM/EG), GitHub, Teradata, Oracle (BI), Tableau, AWS, Azure (Databricks), Selligent, Power BI/DAX, Celonis.

Publications:

- [Slimme app helpt Agentschap Telecom bij plannen van inspecties \(consultancy.nl\)](#)
- [How to create the best retention strategy \(crystalloids.com\)](#)

Top 3 assignments

RDI (Data scientist)

Development of data-driven inspections within the organization
> Data-driven inspections with a web application

Sanoma (Data scientist / analyst)

Implementing smart trigger-based campaigns (such as 'abandoned basket') using structured and unstructured online and offline data
> Better conversion rates of campaigns

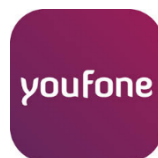
Triodos (Data scientist)

Customer value model for all bank clients based on balance, number of transactions, number of products, investments, etc.
> Differentiated marketing per target group based on the model's outcomes

Training & courses

Time	Training/course
2010-2023	<ul style="list-style-type: none">• Azure data fundamentals• Python basics Training (PCEP)• Customer Journey Management• Process Mining (Disco)• Lean Green Belt• AWS Business Professional• AWS Technical Professional• R basics Training• KNIME Online Self-Training• Predictive Modeling in SAS Enterprise Miner• Customer Lifetime Value with R (Pareto-NBD framework)• SQL advanced training
2004-2010	<ul style="list-style-type: none">• Master Marketing Management (Tilburg University)• Bachelor Marketing Management (Fontys Eindhoven)

Experience



Contact

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Assignments

2022 –present ABN AMRO (Data scientist / analyst)

Background

Responsible for creating customer selections and sending error-free communications for key projects within a financial institution. Communications are personalized based on data enrichments using internal and external data relevant to the customers. Key projects include: Wally (interest compensation for customers with a loan, branch closures, and rate and terms changes for business customers). Currently working in a project team to develop and implement a Customer Lifetime Value model in the business.

Tools / languages: Azure databricks, sql, python, Selligent, PowerBI, Teradata, SAS CI

Responsibilities

- Data joining and processing from multiple sources
- Conducting intakes with stakeholders from various domains
- Selecting and sending communications through various channels: bank mail, direct mail, email, banners & leads (phone calls by customer care)

Results

- ✓ Successfully completed key projects, establishing a blueprint for future similar projects

2019 –2022 RDI (Data scientist)

Background

Translated business questions into information products (analyses, dashboards, etc.) for various domains within RDI (formerly Agentschap Telecom). Additionally, initiated architectural changes to enable the structural execution of Machine Learning projects in the future, including training a machine learning model to predict excavation damages.

Tools / languages: Oracle, R

Responsibilities

- Data retrieval (ETL)
- Conducting business intakes with stakeholders from various domains
- Performing analyses and creating dashboards

Results

- ✓ Shiny web application for data-driven inspections: [click here](#)
- ✓ KPI dashboards for various domains of the organization

2019 - O&i (Data scientist)

Background

For various clients in a “pilot” setting, mapped the entire customer journey to identify bottlenecks in the process. The objective of these assignments was to validate data-driven decisions and implement them structurally in business processes.

Internal project leader for setting up a framework to periodically run process mining results. This is crucial for measuring the effects of any changes.

Tools / languages: KNIME

Responsibilities

- Data retrieval and cleansing
- Mapping Customer Journey through process mining
- Presenting findings to stakeholders
- Setting up process mining framework

Results

- ✓ Advice on process improvements and bottlenecks in the process
- ✓ Strategic plan to periodically run process mining analyses

2018 - Sanoma (Data scientist / analyst)

Background

Established smart trigger-based campaigns (such as "abandoned basket") using structured and unstructured online and offline data (web behavior, order data, email, telemarketing, and direct mail response, etc.). Integrated various data sources from DWH, Hadoop (Big Data platform), and external data (Cendris) to recognize patterns for email- and telemarketing campaigns.

Tools / languages: SAS: EG, EM, CI en R, KNIME, Python. AWS Hadoop, Salesforce, Channable

Responsibilities

- Developing project plan(s)
- Data retrieval (ETL), data cleansing and modelling
- Data analysis, presenting initial results, model evaluation
- Advising process owners on process management

Results

- ✓ Increased conversion
- ✓ Insights from data analysis & process execution
- ✓ Recommendations to improve data quality
- ✓ Dashboard based on critical process metrics

2017 - Triodos (Data scientist / analyst)

Background

Led the migration of the existing selection environment from SPSS to KNIME. The selection environment is used for targeting specific campaign audiences from the Marketing Database. The process in KNIME streamlined and made the selection process more transparent for the database marketers through selection templates. Additionally, contributed to designing the new marketing database (mapping data processes, assessing data quality, providing advice on data governance improvements) and built a predictive customer value model for the current customer base.

Tools / languages: KNIME

Responsibilities

- Building selection templates
- Modeling (customer value)
- Identifying data issues in the new marketing database and suggesting improvements

Results

- ✓ Successfully migration to KNIME
- ✓ Cluster analysis used for segmentation based on customer value & provided strategic guidance; including audience selection for short- and long-term goals

2016 - Youfone (Data scientist)

Background

Modeling churn for the marketing- and sales department on the current customer base. This project involved going through all analytical steps following the CRISP-DM methodology using KNIME. Designed a historical analytical customer view for churn analysis used to create features & performing all data cleaning, modeling, evaluation and scoring steps.

Tools / languages: KNIME

Responsibilities

- Data retrieval and integration from both online- and offline sources
- Classification model using various algorithms such as random forest, logistic regression, decision tree, ensemble models, etc. to predicting churn

Results

- ✓ Conducted a pilot to perform cost-benefit analysis for a campaign aimed at reducing churn

2016 – Chamber of Commerce, KVK (Workshops/ Modelling)

Background

Elevating the BI department to a higher level, empowering employees to independently conduct analyses using the CRISP-DM methodology over a 16-week period.

Tools / languages: KNIME

Responsibilities

- Training and guiding data scientists in methods and techniques for analyses in two areas: text analytics on web chat data and analysis of event data
- Providing tool training in the KNIME Analytics platform

Results

- ✓ Enhanced data-driven decision making within the organization

2016 – ANWB (Workshops/ Modelling)

Background

Providing education and guidance to the BI department, specifically for the creation and implementation of predictive models through a two-day workshop.

Tools / languages: KNIME

Responsibilities

- Covered the following topics during the training: data preparation, data exploration, data transformation, model development, model evaluation, and model deployment
- Conducted tool training in the KNIME Analytics platform
- Actual business cases addressed during the workshops

Results

- ✓ Two predictive models were built by ANWB data analysts, which were subsequently validated/improved during the workshops
- ✓ Produced templates for machine learning algorithms: Regression vs Classification algorithms

2016 – de Bijenkorf (List manager)

Background

Providing operational support for reporting weekly personalized newsletters, and execution of ad-hoc campaigns using email campaign tool Dotmailer

Tools / languages: SQL (Vertica database), Dotmailer, Tableau

Responsibilities

- Creating and executing high-quality and error-free selections using SQL queries.
- Importing- and sending selections in the email campaign tool Dotmailer.
- Generating periodic reports in Tableau regarding KPIs for social channels such as Facebook, Youtube, & Twitter.

Results

- ✓ Increased conversion rates through more relevant content for recipients of email campaigns
- ✓ Improved data quality by storing email campaign clicks in the database & analyzing them to provide more personalized content in the newsletter

2010 – 2016 Winkle (Data analyst)**Background**

Conducting- and reporting on internationally oriented research projects regarding product innovation; ranging from simple concept testing/benchmarking to more complex needs based segmentation studies across multiple countries. Started as a junior market researcher to end up as a senior data analyst

Tools / languages: SPSS, Excel, HTML

Responsibilities

- Creating- and pitching research proposals
- Designing and programming questionnaires for market research
- Managing and optimizing data analysis processes
- Conducting various data analyses including clustering, regression, logistic regression, and conjoint analyses using SPSS & Sawtooth software
- Communication with external suppliers such as panel providers, translation agencies, local experts, etc.
- Communication with key stakeholders at clients

Results

- ✓ Various results & product introductions in the market for clients, including: Reckitt Benckiser, Unilever, Nestlé, Sanofi, KPN, Yankee Candle, Samsung, AH, Peijnenburg, SKY Radio & Masterfoods BV
- ✓ More efficient data cleaning and optimized data processing pipeline