OZGUR CETINOK

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT — Los Angeles, CA
Master of Science in Business Analytics (MSBA) — December 2019
- **Coursework:** SQL and Data Management, Advanced Machine Learning, Customer Analytics, Operations Analytics
- Anderson Merit Fellowship

UNIVERSITY OF CALIFORNIA, LOS ANGELES — Los Angeles, CA
Master of Applied Economics (MAE) – High Honors List — June 2018
- **Coursework**: Applied Data Science, Data Analytics & Big Data, Statistics & Econometrics
- Capstone Project: Applying artificial intelligence (AI) algorithms to extract narratives from the text. Utilized unsupervised machine learning techniques such as k-means clustering to classify articles and resolve a broad range of economic problems.

BOGAZICI UNIVERSITY — Istanbul, Turkey
Bachelor of Science in Industrial Engineering – Dean's Honors List — June 2017
- **Coursework**: Operations Research, Statistical Forecasting & Time Series, Systems Simulation, Data Structures & Algorithms
- Treasurer of University Sports Committee managed $100K budget; worked with Chancellor and Dean of Student Relations.
- Undergraduate Thesis awarded to present at German Operations Research Conference in Berlin.

TECHNICAL SKILLS

Languages: Python (numpy, pandas, tensorflow, sklearn, statsmodels, seaborn), R (ggplot, caret, randomForest), SQL, C, C++, Latex
Software: Excel, Tableau, GitHub, NetLogo, GAMS, Adobe PS, Alteryx, Gurobi, Databricks, Microsoft Azure
Web Applications: Distributed ML, AWS, Amazon Sagemaker, JavaScript, React, Next.js, Solidity, Web3, HTML, CSS
Additional: Bilingual English/Turkish, basic German; F1 STEM OPT Visa

PROFESSIONAL EXPERIENCE

BOSTON CONSULTING GROUP — Los Angeles, CA
Summer Data Scientist, GAMMA — June 2019-August 2019
- Applying advanced analytics to a variety of business situations and synthesizing complex data using modern machine learning techniques. Translating data science solutions into business implications for the clients.

SYSTECH SOLUTIONS, INC. — Los Angeles, CA
Data Science Intern — April 2019-June 2019
- Leveraged Time Series Analysis methods such as ARIMA, Facebook Prophet and Amazon Forecast to forecast product demands for a client. Built a front-end application using Shiny in R to present the findings to the executives.
- Implemented a Recommendation Engine on AWS, Amazon Sagemaker and built a front-end application using Flask to present the demo to the client.

WASSERMAN — Los Angeles, CA
Data Science Intern — January 2019-March 2019
- Cleaned and maintained sports events dataset using MySQL and Alteryx. Leveraged Tableau and other visualization tools to identify unique and actionable insights related to the advertisement targeting in sports marketing.
- Created Python scripts for calling APIs. Performed quick-turn quantitative and statistical analysis on structured data sets using Python. Applied feature engineering techniques for challenges related to unstructured data analysis.

PROJECTS

CHOICE HOTELS — Los Angeles, CA
Capstone Project — September 2019-December 2019
- Leveraged Python to build propensity score and meta-learner models to evaluate loyalty program effectiveness. Built an XG-boost algorithm to predict loyalty program membership and estimated individual treatment effects on incremental revenue by t-learner approach.
- Derived insights from variable importances and Shapley values to provide business recommendations to Choice Hotels on improving the loyalty program.

HUMANA-MAYS HEALTHCARE ANALYTICS CASE COMPETITON — Houston, TX
1st Place Team — September 2019-November 2019
- Predicted long-term opioid therapy using random forest with 0.92 AUC. Applied extensive feature engineering and developed a personalized recommendation flow to identify and intervene patients at risk for continued long-term use of opioids. Presented the solution pipeline for long term opioid use to Humana Executives and Texas A&M faculty for the final round of the competition.
- Awarded $30,000 first-place prize over 1,300 masters level students representing over 80 major universities in the United States.