

HALİL İBRAHİM ERDOĞAN

Data Analyst | BI Developer

Ankara, Türkiye • +90 505 222 90 99 • hie@hierdogan.com
linkedin.com/in/hierdogan • github.com/hierdogan • hierdogan.com

SUMMARY

Data Analyst with hands-on experience in SQL and Power BI—focused analytics and reporting projects across the retail, e-commerce, and travel/tourism sectors. Skilled in end-to-end data modeling, dashboard development, and business-oriented reporting. Currently active at MIUUL both in consulting projects and educational programs, contributing to data-driven decision-making as both a practitioner and an instructor.

Areas of Interest: BI Development, Data Analytics, HR Analytics

CORE SKILLS

BI & Reporting: Power BI (DAX, Data Modeling, Dashboard Design, RLS, Power BI Service, Gateway, Scheduled Refresh) · Excel (Pivot, Power Query)

Data & SQL: MSSQL (Views, CTEs, Window Functions) · Data Dictionary Development · ETL/ELT Processes · Data Cleaning & Transformation

Analytics: Data Analysis · Data Visualization · Statistical Analysis & Hypothesis Testing · CRM Analytics (RFM, CLTV, Churn)

Programming: Python (Pandas, NumPy, Scikit-learn)

PROFESSIONAL EXPERIENCE

Data Analyst • MIUUL

10/2023 – Present

- Led end-to-end data analysis and reporting workflows across 6 consulting projects for 4 clients in the retail, e-commerce, and travel/tourism sectors.
- Consolidated multichannel, time-series customer data from disparate sources and transformed it via SQL into Power BI dashboards; delivered 5 dashboards tailored to business unit needs.
- Managed data cleaning, transformation, and modeling processes using SQL and Python.
- Created data dictionaries and documentation to ensure the sustainability and smooth handover of reports.

Instructor (Data Analytics & Data Science) • MIUUL

06/2023 – Present

- Delivered instruction and mentorship across 7 cohorts of the Data Analytics Bootcamp, 2 cohorts of the HR Analytics Bootcamp, and 2 cohorts of the Digital Marketing Analytics program, covering Excel, SQL, Python, Power BI, machine learning, and statistics.
- Contributed to the data analytics skill development of 800+ participants through 500+ instructional hours since December 2023.
- Managed the setup and access control of bootcamp databases.
- Provided one-on-one support for participants' assignments, projects, and technical issues.

Digital Account Manager (Freelance) • Lengerli Legal Consultancy

07/2020 – Present

- Manage LinkedIn-focused digital communications and advertising campaigns on a project basis.

Social Media Analyst • Dentsu Isobar

01/2021 – 08/2021

- Conducted performance analyses for digital campaigns and managed reporting workflows.
- Supported strategy teams with data-driven insights.

Earlier Experience

Adflex Medya — Social Media Analyst & Community Manager

08/2019 – 07/2020

Sesli Harfler Advertising Agency — Social Media Analyst

07/2017 – 05/2018

UNC Creative Studio — Social Media Analyst & Community Manager

08/2015 – 07/2017

6+ years of experience in brand-level reporting, performance analysis, sentiment analysis, and content strategy. The reporting instinct and data-driven work ethic developed during this period laid the foundation for my current BI/analytics career.

EDUCATION

Data Scientist Bootcamp • *MIUUL*

08/2023 – 12/2023

Python, CRM Analytics (RFM, CLTV), A/B Testing, Machine Learning, Feature Engineering, Recommendation Systems, Time Series Analysis

Data Analyst Bootcamp • *MIUUL*

02/2023 – 06/2023

Excel Analytics, SQL (MSSQL) & Database Design, Power BI & DAX, Statistics, Marketing Analytics

B.Sc. — Agricultural Economics • *Selçuk University*

2004 – 2012

B.A. — History (Ongoing) • *Istanbul University, Faculty of Open and Distance Education*

2021 – Present

LANGUAGES

Turkish (Native) • English (Intermediate)

INTERESTS

History reading • Photography • Cinema (Co-founder of FikriSinema, fikrisinema.com)