

Mustafa Sezer Başar

Data & Business Intelligence Analyst

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PROFESSIONAL SUMMARY

Database analyst in a retail group, leading a three-person technology team. On a Nebim V3 and Power BI stack, closes the gap between teams' own spreadsheets and master data — one country operation's reconciliation is now automated. The focus is the definition beneath the report: the same word producing different numbers in two teams is the problem that comes before volume. Produces the number, and measures which decision it changes.

EXPERIENCE

Paulmark — Database Analyst — Business Development & Strategy

June 2026 – Present · Ankara

- Leads a three-person technology team, moving a Nebim V3 and Power BI retail stack off Excel-based processes.
- Compared the company's sales against the TÜİK retail sales index and built a sales forecast model driven by the index's three-month projection.

Myrco Spa Center (Barceló Cappadocia) — Co-Founder / Operations Lead

September 2024 – February 2025 · Cappadocia

- Ran the spa centre inside the Barceló Cappadocia hotel as a subcontractor; built the 15-person team from scratch.
- Cut team-caused errors 95% in two months with a Spa Management app he built; error = an unauthorised entry counted on camera, or a session off the sold duration by ±5%.

Cappadocia High Travel Agency — Sales & Marketing Lead

April 2023 – July 2024 · Cappadocia

- Moved the average Google local search rank across a Cappadocia keyword pool ('travel', 'travel agency' and similar) from 72 to 2 in three months through data-driven SEO.
- Planned and ran the digital advertising campaigns; the return on advertising investment came close to 200%.

Digital Consulting (Freelance) — Business & Technology Consultant

2021 – Present · SMB clients

- Has served 13 SMEs across sectors since 2021 with digital advertising management (SEM, social) and website development/optimisation; engagements ranged from one-off improvements to ongoing ad management.

PROJECTS

- Multi-Country Retail Data Platform — Target Architecture** — Target data architecture and migration path for a multi-country retail group: six documents, five decision records. The problem is not volume but definition, authority and latency, so most of the architecture is a list of things deliberately not built. BI, Excel and model access all bind to one semantic layer. Design stage, not implemented. (*Mimari tasarım, katmanlı ilişkisel veri ambarı, semantik katman, ADR*)
- Data Quality Audit & Reporting Tool** — A tool that cleans dirty tabular data into a multi-sheet Excel report — the real subject being the cleaner's own error rate. It is scored against a synthetic file whose defects are known: 10 silent errors against 361 for a competent twenty-line pandas cleaner. The measurement found three defects in the tool itself, none visible from its output. 134 tests. (*Python, pandas, openpyxl*)

SKILLS

- Data Analytics & Reporting:** Data quality and reconciliation checks, Metric definition and shared dictionary (consistency across reports), Source-to-report data flow (ingestion, transformation, publication)
- Data Science & AI:** Python (pandas, scikit-learn, NumPy), RAG architecture, LLM API integration, structured output, Power BI, advanced Excel (reporting and data preparation)
- Databases:** SQL (joins, window functions, indexing), PostgreSQL (pgvector), MySQL, SQLite

EDUCATION

Hacettepe University — BA in Business Administration

August 2022 – July 2026 · GPA 3.12/4.00 · English-medium · Graduated

Middle East Technical University (METU) — Civil Engineering

September 2018 – August 2022 · English-medium · Transferred to Business Administration at Hacettepe University

LANGUAGES

Turkish (Native) · English (Advanced — English-medium undergraduate education)