

Mustafa Sezer Başar

Project Management & Business Development · Business Administration Graduate

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PROFESSIONAL SUMMARY

Business Administration graduate of Hacettepe University (full-time, English-medium), with experience both founding a business and leading a technology team. Ran the cash flow, break-even and NPV/IRR analysis of the 15-person spa business he built from scratch in Cappadocia; today leads a three-person technology team at a retail group. Since 2021 has advised 13 SMEs across different sectors on digital transformation. Does not manage the technical side from a distance: wrote both the schedule risk simulation that models a project's finish date as a probability distribution rather than a promise, and the multi-criteria decision support system; both are public on GitHub.

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.
- Closed the gap between the teams' own Excel files and the master data; inconsistencies used to surface only once they had grown.

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 $\pm 5\%$.

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

- **Schedule Risk and Critical Path Analysis** — A Monte Carlo study of how likely a schedule is to meet its committed date: on a twenty-activity ERP migration the critical-path date holds in 34% of runs. Adding parallel paths pushes the finish 12.6 days out with no task lengthened. The pre-registered hypothesis was refuted and reported. (*Python (NumPy, SciPy, Monte Carlo)*)
- **Multi-Criteria Decision Support Systems (MCDM)** — A study measuring when and why WASPAS, VIKOR and MACBETH rank the same problem differently: disagreement mapped across 19,200 problems. The hypothesis written before the run did not hold, and was reported as not holding. 139 tests. (*Python, NumPy, SciPy*)

SKILLS

- **Finance & Strategy:** Financial modeling, forecasting, ROI/NPV/IRR analysis, Portfolio optimization (Markowitz), Monte Carlo simulation, Break-even analysis, risk management
- **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, Multi-Criteria Decision Making (WASPAS, VIKOR, MACBETH)

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)