

# ARDA HIZ



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Experience working with product data within a data-heavy environment. Proficiency on data analytics and visualisation tools including SQL, Python, Power BI, Looker, MS Fabric, Spark. Strong understanding of data architecture, data gathering, cleansing, transforming, and modelling techniques. Ability to convey complex data insights to senior non-technical stakeholders.

## WORK EXPERIENCE

### Data Analyst

ALMEDIA GmbH

Berlin, DE

02/2024 – Present

- Ensure user acquisition of high quality mobile gamers through data analysis for campaign optimization, retention rate improvement, ROAS targeting
- Simplify and automate decision making for founders and account managers via systematic Looker dashboards and ad-hoc analysis
- Mobile device data tracking, A/B testing, app performance optimization, payout structure analysis

### Intern Data Analyst

CARL ZEISS AG

Munich, DE

01/2022 – 01/2024

- Managed Power BI pipeline, dataflows, datasets, product usage KPIs
- Designed and maintained product performance reports on Power BI
- Data integration and ETL of customer logs using MS Fabric & Synapse Data Engineering, T-SQL, Spark
- Product UX strategy by collaborating product owners
- Regular presentation to executives

### Intern Financial Analyst

SOFTING GmbH

Munich, DE

05/2021 – 01/2022

- Financial statement analysis of existing partners to identify new investment strategies for globalization
- Liquidity and profitability analysis of emerging tech companies for potential partnership assessment
- Built strategic account plans and market opportunity assessment reports using Power BI

### Product Manager

HUAWEI

Istanbul, TR

11/2018 – 11/2020

- Managed projects of IT/Network clients. Analysed market requirements and competitors' solutions, set up the Huawei solution and generated the key selling points & sales strategy
- Technical leadership to 10 partners and 2 distributors. Reached positive YOY sales growth for 10 partners and 1 distributor. Achieved +100% YOY sales growth with 2 partners.
- Won 30+ projects and generated \$1M+ revenue per year
- Held presentation to executive and director level clients in customer workshops / professional forums

### Product Manager

ODINE SOLUTIONS

Istanbul, TR

01/2018 – 11/2018

- Technical proposal preparation of network products and competition analysis for tenders
- Prepared 15+ technical proposals with an average winning rate of 30% in tenders among 10+ competitors

## EDUCATION

### TECHNICAL UNIVERSITY OF MUNICH

Masters in Management (Grade:1.7)

Thesis: Predicting viral tweets

Munich, DE

11/2020 – 08/2023

### ISTANBUL TECHNICAL UNIVERSITY

Bachelors in Electronics and Communication Engineering (Grade:1.5)

Istanbul, TR

10/2013 – 06/2018

## SKILLS AND QUALIFICATIONS

### Courses & Certificates

McKinsey Forward Learning Program Advanced Level (22 Weeks)  
- *Entitled and completed online program based on critical leadership, business, and digital skills*

Google Data Analytics Professional (120 hours)

Datacamp Power BI Data Analyst (51 hours)

Datacamp SQL Data Analyst (43 hours)

### Technical Skills

SQL	Power BI	Looker
Python	Microsoft Fabric	Amplitude
PySpark	Metabase	Statistics

### Languages

Turkish (Native), English (Business Fluent), German (Intermediate\*), Spanish (Beginner)  
\* *Learning ongoing, current level is B1*

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## HONOURS AND PUBLICATIONS

### Achievements

National Bachelor's Thesis Competition of University Students, 1 <sup>st</sup> prize	State
National Bachelor's Thesis Competition of University Students, 3 <sup>rd</sup> prize	Turkey
Huawei Enterprise Business Group Sparkling Star 2020 - <i>Awarded for winning an important project</i>	Istanbul
Huawei Enterprise Business Group Future Star 2019 - <i>Selected as most promising employee of the year</i>	Istanbul
GMAT 710/ 800 (90% percentile)	

### Scholarships

Research Project Scholarship by TUBITAK (The Scientific and Technological Research Council of Turkey)

### Publications

Energy Efficient Utilization of Different Frequency Bands for Green Cellular Networks at 26<sup>th</sup> IEEE SIU Conference

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## EXTRACURRICULAR ACTIVITIES

### Co-Founder Sustainability Task Force

TUM School of Management Student Council	Munich, DE
• Founded to raise awareness of sustainability, improve the standards of campus life, and develop sustainability projects with start-ups and official institutions	10/2021 – 09/2022

### Erasmus Exchange Program

Technical University of Ostrava	Ostrava, CZ
	09/2015 – 08/2016

### Volunteer

AIESEC	Rio de Janeiro, BR
• Provided education for underprivileged people in Rio de Janeiro	06/2015 – 09/2015
• Gave lessons to high school kids on global subjects such as cultural diversity, human rights, and sustainability to raise awareness and to bring global perspective	

### Interests

Reading, Yoga	Berlin, 04/10/2024
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