



# MELIS TURKOGLU CAKICI

## CHANNEL INSIGHT EXECUTIVE

Istanbul, Turkey | [linkedin.com/in/melisturkoglu](https://www.linkedin.com/in/melisturkoglu) | [melisturkoglu.com](https://www.melisturkoglu.com) | [info@melisturkoglu.com](mailto:info@melisturkoglu.com) | +90 535 479 84 77

Tableau Desktop Certified Associate with 8+ years of experience delivering enterprise BI and decision intelligence for Fortune 500 organizations in GBS environments, collaborating with C-level leaders, engineering, and DTC stakeholders, across Consumer Electronics, Finance, and Technology, leveraging Tableau, Power BI, Qlik Sense, Google Analytics, and SAP.

## CORE SKILLS

**Leadership & Stakeholder Management:** C-level communication · Global stakeholder collaboration

**Data Visualization & BI:** Tableau · Power BI · Qlik Sense

**Analytics Platforms:** Adobe Analytics · GA4 · SAP · Google Ads · Meta Ads · DV360 · AppsFlyer · Jira

**Data & Office Tools:** MSSQL · PostgreSQL · Oracle · Excel · PowerPoint

**Languages:** English – fluent · Turkish – native · German – basic

## WORK EXPERIENCE

### VODAFONE | Channel Insight Executive | Apr 2026 – Present

- Analyze customer data using statistical methods, segmentation, predictive models to uncover patterns and drive growth
- Translate insights into clear, actionable recommendations for digital, marketing, product, and CX teams, improving retention, loyalty, and satisfaction (NPS, CSAT) while reducing churn
- Identify trends, risks, and opportunities, and present impactful insights to stakeholders to support strategic decision-making

### SAMSUNG | Senior Data Marketing Professional | Aug 2024 – Mar 2026

- Owned C-suite analytics for D2C and e-commerce, delivering ROI, retention, and churn insights while reducing reporting by 60%
- Led Power BI enablement across Samsung Turkey HQ, achieving 85% adoption among 50+ key users
- Defined and tracked e-commerce KPIs using Tableau, Power BI, Adobe Analytics, GA4, Google & Meta Ads, Grafana, and SAP Hybris

### SIEMENS | Data Analysis and Simulation Professional | Jun 2022 – Jun 2024

- Implemented automated BI solutions for GBS DTC units using Tableau, Qlik Sense, Power BI, and MSSQL
- Optimized product line analytics, saving 440+ hours annually through collaboration with Germany and US-based global teams
- Improved decision-making efficiency by 96% via simulation-driven KPI frameworks

### TURKISH ECONOMY BANK - BNP PARIBAS | Data Analytics Assistant Manager | Feb 2020 – Jun 2022

- Designed Qlik Sense dashboards for strategic finance reporting, supporting senior leadership decision-making
- Facilitated 10+ data training sessions for directors and analysts, driving analytics adoption and data literacy
- Standardized KPIs across business units and IT, streamlining analytics workflows and improving reporting consistency

### LOGO | Product Specialist | Feb 2019 – Feb 2020

- Shaped BI product capabilities aligned with business strategy
- Produced roadmap-driven insights to support executive decision-making
- Enhanced BI and analytics products through cross-functional collaboration

### KARA | Business Intelligence Consultant | Aug 2017 – Jan 2019

- Delivered 20+ Tableau dashboards and 10+ trainings for Siemens, Pfizer, Vodafone, Sumitomo, Turkcell, Gilead, and ITU.
- Provided enterprise BI consulting in collaboration with the Tableau Software London team
- Executed PoC and demo projects across Tableau, Exasol, and KNIME

### ALLIANZ | Engineering Intern | Aug 2016 – Sep 2016

- Contributed to data validation and operational reporting supporting engineering teams

## EDUCATIONAL BACKGROUND

**Sakarya University** | B.Sc. in Computer Science, Graduated with Honor | Final Year GPA: 3.08 | Sep 2013 – Jun 2017