

Hüseyin Can Akkaya

DATA ANALYST

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I am pursuing a career in data analysis and continuously improving my skills in this field. Through my academic studies, comprehensive data analysis training, and personal projects, I have gained hands-on experience with tools such as Excel, SQL, Python, and Tableau. By analyzing key performance metrics commonly used in the industry, I have developed my ability to understand, interpret, and visualize data. I regularly follow analyses and infographics related to my areas of interest and place great importance on strengthening my data-driven thinking skills. In the long term, I aim to combine web technologies with data analysis and become a skilled professional in both fields.

SKILLS

Programming Languages: SQL (MS SQL Server, PostgreSQL), Python

Libraries: Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Plotly

Web Technologies: HTML, CSS, JavaScript (Basic Proficiency)

Data Visualization & Analytics: Tableau, Power BI, Google Sheets, Amplitude, Google Analytics, Looker Studio

Statistical Analysis & Modeling: A/B Testing, Regression Analysis

Soft Skills: Analytical Thinking, Attention to Detail, Creativity, Time Management, Willingness to Learn

PROJECTS

Game Revenue & User Analytics | PostgreSQL, Tableau

- Analyzed 3,026 payment transactions and 383 paid users to evaluate revenue and user behavior.
- Calculated MRR, ARPPU, churn, reactivation, expansion and contraction metrics using PostgreSQL.
- Built an interactive Tableau dashboard with date, age and language filters to analyze revenue and user trends.
- Identified November as a high-churn period and analyzed the revenue impact of churn, new users and returning users.

Player Engagement Analysis | SQL, Tableau

- Analyzed player activity, age segments and Battle Pass participation to identify engagement trends.
- Found that player growth did not translate proportionally into engagement, particularly in the second half of the year.
- Identified the 20–24 age group and April–June period as key segments for further product analysis.

Retail Sales Analysis | PostgreSQL

- Analyzed sales transactions, customers and product categories using PostgreSQL.
- Identified Electronics and Clothing as major revenue drivers and found higher customer activity during evening hours.
- Proposed targeted campaigns, loyalty strategies and personalized offers based on customer and category behavior.

EXPERIENCE

Scoutium

January 2026 - Now

Data Entry Specialist (Part-Time)

- Entering player statistics derived from match data into the company database.
- Checking data accuracy and consistency
- Preparation of clean and organized data for analysis processes

EDUCATION

GoIT Türkiye

January 2026 - September 2026

Data Analyst Trainee

- Developing data analysis projects using Excel, SQL, Tableau, and Python
- Developing data analysis projects based on key business and marketing metrics, including CTR, CPM, CPC, and ROMI.
- Analytical problem-solving exercises based on real-world business scenarios

Mugla Sıtkı Kocman University

October 2023 - Now

Master's degree in Management Information Systems (GPA: 3.71/4.00)

Cankiri Karatekin University

2017-2021

Bachelor's Degree in Labor Economics and Industrial Relations

LANGUAGES

English / Elementary (A2 – Improving)

Turkish / Native