

Melih Güven

guvenmelih@gmail.com, Levent, İstanbul

Director of Marketing Analytics and CRM in QNB Finansbank

Job Experience

QNB Finansbank 2007 June Data Mining Assistant Supervisor

QNB Finansbank 2008 December Data Mining Supervisor

QNB Finansbank 2010 June Data Mining and Analytics Assistant Manager

QNB Finansbank 2013 June Data Mining and Analytics Manager

Odeabank 2015 May Analytics and CRM Manager

QNB Finansbank 2017 October Marketing Analytics and CRM Division Manager

QNB Finansbank 2017 October Retail Banking Analytics and CRM Director

Education

Data Science, Koç Üniversitesi 2019

Data Science Certificate Program

Executive MBA, Özyeğin Üniversitesi 2015

Management, Marketing

MSc, İstanbul Aydın Üniversitesi 2012

Computer Engineering

BSc, Boğaziçi University 2007

Mathematics

Skills

Software and Programming: SAS (EG, EM), SPSS Modeler, SQL, Python (Pandas, Scikit-Learn, Numpy Libraries), MS Excel, MATLAB, C, C++, Java

Machine Learning and Statistical Methods: Classification, Regression, Clustering, Decision Trees, Supervised and Unsupervised Learning, Topic Modeling, SaaS BI Tools, Neural Networks, Deep Learning, NLP, NER, Time Series, Reinforcement Learning (Artificial Intelligence)

Languages: English, Turkish (Native)