

Metin Demirkan Saldırış

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Summary

Data and analytics professional with experience building BI infrastructure, financial reporting, and cross-functional analytics in global operations. Proven ability to turn fragmented data into decision-ready reporting across sales, P&L, and market performance, leveraging SQL, Python, and Power BI for analysis, modeling, and reporting. Comfortable bridging technical teams and business stakeholders across both web and mobile app environments. Looking to grow into more technically complex data roles while staying close to business impact.

Education

State University of New York at Binghamton | Binghamton, NY
Business Administration | Concentration in Business Analytics 06/2023
GPA: 3.47

Middle East Technical University | Ankara, Türkiye
SUNY DDP Business Administration 06/2023
Graduated top of class · 50% merit scholarship

Experience

Anex Tour | Türkiye
Global Operations Reporting Specialist 07/2024 - Present

- Designed and maintained Power BI dashboards integrating sales, revenue, and expense data across 9 countries and 15 markets, enabling centralized performance tracking for global operations
- Developed P&L performance models and target tracking frameworks for annual budget planning, improving financial visibility and alignment across multiple destination teams
- Acted as business-side liaison for the MyTravel App platform, aligning feature development and quality improvements across engineering, marketing, and operations stakeholders

Tri-Bros Transportation | Binghamton, NY
Marketing & Logistics Coordinator 02/2023 - 04/2024

- Generated \$21,000 in profit within 3 months through high-volume carrier negotiations and strategic load management
- Built the company's marketing function from scratch, including website, SEO content, and social media presence
- Built a Power BI dashboard to track sales performance and provide visibility into operational metrics

Citory | Ankara, Türkiye
Business Analyst 02/2022 - 02/2023

- Conducted market and customer analyses to support product and go-to-market decisions at an early-stage mobile app startup
- Built reporting workflows using Tableau, Meta Business Suite, Google Analytics, and Google Ads to track campaign performance and conduct keyword analysis across platforms
- Collaborated with stakeholders on product requirements for mobile app; created wireframes and user flows using Balsamiq

Skills

Technical Skills: SQL, Python (Data Analysis), Power BI (DAX, Advanced Measures, Data Modeling), Excel (Power Query)

Analytics & Methods: Predictive Analytics, KPI Design & Performance Tracking, Financial & P&L Analysis, ETL & Data Transformation

Tools & Platforms: Google Analytics, Google Ads, Meta Business Suite, Tableau, Jira

Interests: Jiu-Jitsu