

# ASLIHAN AKAR

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## PROFESSIONAL SUMMARY

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Analytical and results-driven Data professional with over 6 years of experience in data modeling, reporting, statistical analysis, and building dynamic dashboards. Expert in SQL, Python, and R, with growing expertise in AI-driven analytics workflows.

## EXPERIENCE

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### EnglishCentral, Inc.

May 2022 – May 2026

Data Analyst

Ankara, Turkey

- Developed and maintained complex **R & Python** scripts for deep-dive user behavior and experience analysis.
- Delivered automated weekly and monthly reports to global stakeholders covering **sales, marketing, messaging, tutor performance metrics, tutor cost calculations**, and **B2B client progress**; continuously optimized these reporting pipelines.
- Designed and executed **A/B tests** with **hypothesis testing** and **statistical significance** analysis to evaluate product changes and drive data-informed decisions.
- Integrated **AI** into the daily analytics workflow; built an **AI agent that auto-generates SQL queries** to accelerate ad-hoc data exploration.
- Produced cost estimation reports comparing different **AI models** to support cost-efficient model selection.
- Automated **ETL** and reporting pipelines / dashboards using **R & Excel** for global stakeholders.
- Tracked **user acquisition, retention, churn, conversion**, and **cohort/funnel** performance across Brazil, Japan, and Vietnam using **Google Analytics**; defined and monitored core **KPIs (LTV, ARPU)**.
- Used **data.ai** for **App Store Optimization (ASO)** keyword research and **new market analyses**, identifying growth opportunities and informing market-entry strategy for EnglishCentral's mobile apps.
- Tracked paid-acquisition **cost/return performance (ROAS)** across **Meta Ads** and **Google Ads** using each platform's native reporting tools to inform spend optimization.
- Collaborated with product managers to diagnose and resolve database issues using advanced **SQL**.

### Axa Insurance

October 2021 – April 2022

Internal Audit Assistant

Istanbul, Turkey

- Automated issue follow-up files using **Power Query**, significantly reducing manual reporting time.
- Utilized **SAS** and **Excel** for data analytics in auditing activities to identify regulatory risks.
- Partnered with management on sustainable action plans and led regional issue closures.

### Turkiye Finans Katilim Bankasi

September 2020 – October 2021

Internal Control Assistant

Istanbul, Turkey

- Created financial control scenarios and perpetual monitoring reports using advanced **SQL**.
- Transformed complex financial data into meaningful executive-level reports.

## EDUCATION

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### Middle East Technical University

2021

MS in Financial Mathematics

Ankara, Turkey

- **Project:** Developed a stock price prediction model utilizing **Long-Short Term Memory (LSTM)** algorithms and technical indicators.

## PROJECTS

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**Lucid – Dream Insights** | *iOS, AI-assisted Development* **2025 – Present**

- Designed, built, and shipped a solo iOS app end-to-end to the **App Store** using **AI-assisted development (Cursor, Claude)**.
- Integrated **LLM-powered analysis** to extract recurring themes, emotional signals, and reflection prompts from user journal entries.
- Implemented in-app subscriptions, push notifications, and privacy-first local data persistence.
- Drove user acquisition and tracked in-app performance with **Apple Search Ads** and **Apple Analytics** (App Store Connect).

**Stock Price Prediction Model** | *Python, TensorFlow/Keras, LSTM, Time-Series Analysis* **2021**

- Master's thesis project that predicts stock prices using deep learning techniques and technical indicators.
- Built and trained **LSTM** (Long-Short Term Memory) neural network models using **TensorFlow/Keras** to capture sequential patterns in financial time-series data.
- Engineered technical indicators as model features and evaluated forecast accuracy across different market conditions.

## SKILLS

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**Programming Languages:** R, Python (Pandas, NumPy), SQL (MySQL, SQL Server)

**Machine Learning:** TensorFlow/Keras, Predictive Modeling, Time-Series Forecasting, Deep Learning (LSTM)

**Statistics:** Hypothesis Testing, Statistical Significance, A/B Testing, Statistical Analysis, Data Modeling

**AI / GenAI:** LLM Integration (Anthropic Claude), AI Agents, AI-assisted SQL Generation, AI-assisted Development (Cursor, Claude), Model Cost Estimation

**Product Analytics:** Cohort Analysis, Funnel Analysis, Retention, Churn, LTV, ARPU, ROAS, Conversion Rate, KPI Definition & Tracking, Market Analysis, Market-Entry Research

**Visualization:** Dynamic Excel Dashboards, Power BI, Google Sheets

**Tools & Workflow:** Google Analytics, Google Ads, Meta Ads, Adjust, AppsFlyer, Apple Search Ads, Apple Analytics (App Store Connect), data.ai, App Store Optimization (ASO), SAS, Power Query, Excel, Git, GitHub, ETL, Agile/Scrum, Jira

**Languages:** Turkish (Native), English (Professional Working Proficiency)

## ACHIEVEMENTS & INTERESTS

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- Honor Student at Hacettepe University, Department of Economics.
- **Psychology:** Regularly explore human behavior through books and podcasts, applying these insights to improve analytical perspective.