

# İrem Yıkılmaz

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## EDUCATION

- M.Sc. Digital Driven Business - Amsterdam University of Applied Sciences** September 2025 - July 2026 (expected)  
*Amsterdam, Netherlands*  
Master's Thesis: AI-Driven Dynamic Pricing & Promotion Optimization  
Relevant Coursework: Database Management, Business Statistics, AI for Business, Online Data Mining
- B.Sc. Management - Ihsan Dogramaci Bilkent University** CGPA: 3.27/4.00 September 2021 - June 2025  
*Ankara, Turkey*  
Relevant Coursework: Micro & Macro Economics, Calculus, Statistics, Accounting, Finance, Marketing
- Erasmus Exchange Programme - Amsterdam University of Applied Sciences** CGPA: 8.3/10 February 2024 - July 2024  
*Amsterdam, Netherlands*  
Relevant Coursework: Digital Marketing, Consumer Branding, Sales and Services, Strategic Market Management

## PROJECTS

- Dynamic Pricing Tool - Master's Thesis** 2026- In Progress  
*Python, Machine Learning*
  - Developing an ML-driven dynamic pricing model combining predictive modelling with business strategy to generate data-informed pricing recommendations for a retail use case.
- Web Scraping - IMDb Top 250 & Metacritic** 2026  
*Python, Selenium, Scrapy, SQLite*
  - Built two production-grade scrapers collecting structured movie data (500+ titles) with auto-throttling, retry logic, and SQLite storage for downstream analysis.
- Power BI Dashboards - Regional Economics, EV Adoption & Online Sales** 2026  
*Power BI, Excel*
  - Built three interactive dashboards analysing Dutch regional housing affordability, EV adoption trends across 12 provinces (2020–2024), and e-commerce sales performance across India.
- Product Complexity & Commercial Performance** 2025  
*Python, Clustering, ANOVA*
  - Segmented a 168K-product B2B catalogue into performance tiers using K-Means clustering across 492K transactions, enabling prioritization of high-value SKUs.

## WORK EXPERIENCE

- Arabica Coffee House, Human Resources Intern** July 2024 - August 2024
  - Managed employee data in Excel using PivotTables and VLOOKUP; built structured candidate shortlists with recommendations for the HR manager.
  - Participated end-to-end in recruitment cycles, gaining hands-on experience in application screening and candidate evaluation.
- Finansal Eksen, Audit Intern** July 2023 - August 2023
  - Contributed to live audit engagements by reviewing financial statements and flagging reconciliation discrepancies for senior auditors.
  - Reorganised the team's filing workflow, improving data retrieval efficiency and ensuring audit trail compliance.
- Youthall, Marketing Intern** September 2022 - June 2023
  - Attended expert-led seminars on digital marketing and consumer behaviour; produced briefings applying learnings to live campaigns.
  - Represented Youthall at university events, increasing platform awareness and student engagement on campus.

## TOOLS & SKILLS

**Tools:** Python (Pandas, NumPy, Selenium, Scrapy), SQL (PostgreSQL, SQLite), Power BI, Canva, Microsoft Office (Excel, Word, Powerpoint)

**Skills:** Data Cleaning, Data Visualization, Data Analysis, Web Scraping, Machine Learning, Feature Engineering, Statistical Analysis

**Language:** Turkish (Native), English (C1), German (A2)