



Yasemin Ozcan

Analytics professional |
EMiLUX 2023 SDA Bocconi Can-
didate

📍 San Francisco, CA, USA

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Languages

English (Fluent)

French (Fluent)

Turkish (Native)

Italian (Basic)

About

BRANDS WORKED WITH

Advsor

Citi

Foresight ASG

Intercom

Primeshare Inc.

Recurly

Experience



● Sales Analytics and Data Science Manager

Intercom | Apr 2021 - Sep 2021

- Hired, trained, mentored, and managed team focused on analytics for new and existing sales
- Led workstream for new Outbound Program initiatives. Delivered analysis and insights into implementing first territory management and planning across Americas, EMEA, and APJ
- Led and initiated qualified customer opportunity analysis; Identified conversion/upsell opportunities based on spend and product usage analytics
- Represented sales team and contributed to building the company's first Data Governance Committee. Provided frameworks, metric definitions, data quality analysis and collaborated directly with Data Engineering leadership



● Senior Manager, Business Analytics

Recurly | Dec 2017 - Jun 2020

- Led Business Analytics team efforts in the selection, prioritization and execution of key cross-functional deliverables providing strategic recommendations and actionable insights to support the executive team, sales, marketing, sales operations, customer success, and product management teams
- Directly supported and represented company to potential buyers and investors through multiple engagements including Accel-KKR, buyer acquired Recurly in 2020
- Collaborated with marketing and executive teams to understand and gain insights related to the impact of COVID-19 on businesses and subscription industry trends shared with media outlets including WSJ, Forbes, Yahoo! Finance, and PYMNTS
- Enabled self-service analytics by developing over 20 automated, interactive, custom dashboards and tools resulting in increased efficiencies and reduction of manual reporting and analysis by 128 hours per month
- Drove and planned data warehousing design and development by collaborating with data engineers and operations team on our internal stack to optimize standardized data sources and improve accuracy
- Managed organizational level consistency related to core business metric definitions, methodologies, and data quality. Oversaw and contributed to data cleaning efforts
- Led implementation of data enrichment and excellence initiatives working with cross functional team to identify requirements and business needs
- Partnered with sales and marketing teams to set up external and internal data integration from various sources into Salesforce. Managed data requirements and model for contract object in Salesforce
- Applied learnings from prior forecasting methodologies to increase forecast accuracy from 95% to 99% while implementing more efficient process
- Hired, trained, mentored, and managed business analyst team



● Business Analytics Manager

Recurly | Oct 2016 - Nov 2017

- Defined key business metrics and implemented customer segmentation presenting trends and opportunities on a weekly, monthly, and quarterly cadence
- Developed pricing strategy and advised department leads and executive leadership on custom pricing to optimize revenue through scenario analysis, modeling customer behavior, growth forecasting, and estimat-

ing CLV

- Managed recurring revenue forecasting at a merchant level with a 95% accuracy across 2,000+ merchants



- **Sr. Business & Strategy Analyst**

Recurl | Feb 2015 - Oct 2015

- Initiated customer analytics efforts by providing custom deliverables, defining metrics, and designing visualizations to help Recurl's top 1% of customers understand their transaction, fraud, and subscription data
- Created and implemented new workflow optimizations and internal processes contributing to data quality management and long-term planning

- **Data Analyst**

Foresight ASG | May 2014 - Feb 2015

- Provide data analytics services to clients on a variety of projects for pre-financing, post-financing, and internal purposes
- Conduct analysis of various client debt and equity financing terms and structures. Presented results with internal Finance team to clients' senior management teams
- Design internal processes and workflows in-line with corporate expansion strategy and collaborate with clients' senior management teams to implement these new practices

- **Product Development**

Advsor | Jan 2014 - Apr 2014

- Led the team that gathered and analyzed user feedback, platform integration, and delivered product requirement documentation for internal and external development teams
- Completed an extensive analysis of competition in the space and delivered findings to senior management
- Assisted in designing UX framework with internal product team and collaborated with the company's offshore development team

- **Business Analyst, Product Marketing**

Primeshare Inc. | Jan 2009 - Jun 2012

- Defined product and pricing strategy and developed an effective marketing plan; identifying trends and opportunities in SaaS industry through a detailed competitor analysis that increased number of users by 45% in 6 months
- Designed and developed the product requirement documentation for Primeshare's iPhone application for internal development team, client-facing collateral including PPT slides, sales brochures, and website content
- Delivered presentations and demo sessions to angel investors, incubators, potential clients, and in New Tech Meetups; actively participated in developing new business relationships



- **Associate Intern, Equities**

Citi | Jul 2008 - Sep 2008

- Developed the business proposal for a new product, Securities Lending Program, which is a net new revenue stream, with a short term opportunity size of \$2 million.
- Analyzed and presented profitability and feasibility of a confidential new business opportunity in a foreign country through detailed financial, strategic, and industry analysis generating 40% revenue the first year and 70% for following years of Citi Equities Istanbul's total revenues in a 5 year forecast.
- Launched new client acquisition efforts by conducting a research on all clients from European Union with a combined portfolio value of \$19 billion.
- Played key roles in ensuring effective communications across Citigroup London and Israel.
- Prepared PPT slides on Citigroup Equities' accomplishments and market developments in Turkey.
- Engaged in ongoing equity research of iron and steel industry.

Education & Training

- 2022 - 2023 ● **SDA Bocconi**
Executive Master in Luxury Management,
- 2013 - 2013 ● **Stanford University**
Business Intelligence,
- 2007 - 2009 ● **University of California, Santa Cruz**
B.S. Information Systems & Technology Management, Engineering
- 2007 - 2009 ● **University of California - Santa Cruz**
B.A. Business Management Economics, Economics
- 2006 - 2006 ● **Stanford University**
Decision Making in Organizations (Management Science & Engineering),