

## Sinan Ersin

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### ABOUT ME

Data & analytics leader with 6+ years of experience delivering insights, machine learning solutions, and scalable reporting for B2B SaaS. Passionate about driving impact through collaboration, strategic thinking, and mentoring high-performing teams.

### EDUCATION

**London School of Economics** - Online (2021)

**University of Amsterdam**, NETHERLANDS - MSc. Data Science (2017-2018)

**Ozyegin University**, TURKEY - BSc. Industrial Engineering (2013 - 2017)

### EXPERIENCE

**Elastic** – Amsterdam, NETHERLANDS (01/2019 – ...)

**Position:** Manager, RevOps Insights & Analytics (08/2024 – ...)

- ◆ Manage and mentor a team of analysts, driving execution of cross-functional analytics projects
- ◆ Partner with Sales Strategy, Product, and Marketing to align on KPIs, forecasting logic, and business planning
- ◆ Build and maintain self-serve Tableau dashboards covering pipeline, forecast, and sales performance
- ◆ Collaborated closely with the data science team on ML models, ensuring alignment with GTM strategy and translating outputs into business actions
- ◆ Drive process automation using SQL (BigQuery), dbt, and Google Sheets, improving scalability and reducing manual effort
- ◆ Present strategic insights to VP-level stakeholders and support CRO-level reporting and QBRs

**Position:** Sr Data Scientist, Customer Data Office (05/2022 – 07/2024)

- ◆ Built ML models on churn, product adoption, customer behaviour, Propensity to Purchase using Python, with a focus on explainability and stakeholder relevance
- ◆ Ownership of various-size initiatives in Customer Success Group (CSG)
- ◆ Working closely with other departments (Product/Sales/Marketing) and leading CSG initiatives (in terms of data & reporting and Annual Planning)

**Position:** Sr Analyst, Customer Data Office (02/2022 – 04/2022)

- ◆ Lead Customer Success, Services, Training & Support Analytics
- ◆ Partnership with Customer Success Group leaders
- ◆ Ownership of various-size initiatives in Customer Success Group

**Position:** Sr Analyst, Insights & Analytics (05/2021 – 01/2022)

- ◆ Lead Analyst for Customer Success projects
- ◆ Partnership with Customer Success & Services leaders
- ◆ Automation of various reports & dashboards by connecting Tableau, BigQuery, GSheets
- ◆ Maintain monthly reports of performance and success on SFDC, Kibana & Tableau

	<p><b>Position:</b> Analyst, Services Operations (05/2020 – 04/2021)</p> <ul style="list-style-type: none"> <li>◆ Led prediction and optimization projects and helping out with reporting</li> <li>◆ Created a revenue &amp; bookings forecast models for Services</li> <li>◆ Automating manual work within Services Ops team</li> <li>◆ Working as an EMEA Solutions Partner to the Services Team</li> </ul> <p><b>Position:</b> Analyst, Training Operations (01/2019 – 04/2020)</p> <ul style="list-style-type: none"> <li>◆ Created a Machine Learning Model to decide on new cities to deliver trainings</li> <li>◆ Created a mathematical optimization model to assign instructors to trainings</li> <li>◆ Created a Kibana Dashboard for internal usage</li> </ul> <p><b>OBI4wan</b> – Amsterdam, NETHERLANDS (04/2018 – 07/2018 )</p> <p><b>Position:</b> Graduate Data Scientist</p> <p><b>Thesis Project:</b> Developing a predictive model for viral tweets</p> <ul style="list-style-type: none"> <li>◆ New features are created using the Twitter users' data obtained by Twitter API</li> <li>◆ Tf-Idf and word2vec is used to analyze and compare text</li> <li>◆ Machine Learning methods are used (Logistic Regression, Random Forest, SVM) for classification</li> <li>◆ Improved baseline model's F1 score by 10%</li> </ul>	
<b>SKILLS</b>	<p><b>LANGUAGE SKILLS</b></p> <ul style="list-style-type: none"> <li>◆ Turkish (Native)</li> <li>◆ English (Advanced)</li> <li>◆ Dutch (Beginner)</li> </ul>	<p><b>COMPUTER SKILLS</b></p> <ul style="list-style-type: none"> <li>◆ SQL (Advanced)</li> <li>◆ Tableau (Advanced)</li> <li>◆ Python (Intermediate)</li> <li>◆ Kibana (Intermediate)</li> <li>◆ Google Workspace (G Suite) (Advanced)</li> </ul>
<b>VOLUNTEER EXPERIENCE</b>	<ul style="list-style-type: none"> <li>◆ Volunteer, Math tutor of elementary students from low-income families (2016 - 2017)</li> <li>◆ Volunteer, Worked at various refugee events (food/clothing assistance) (2016 - 2017)</li> <li>◆ Volunteer, LOSEV (Foundation for Children with Leukemia) (2013 - 2016)</li> <li>◆ Volunteer, TURMEPA (Turkish Marine Environment Protection Association) (2014 - 2015)</li> <li>◆ Volunteer, Izmir Behcet Uz Children Hospital (2009 - 2013)</li> </ul>	