

Yiğit Aşık

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Summary — I am multifaceted data scientist with strong focus on statistics, machine learning, and causal inference. My experience spans across various roles such as providing analytical solutions for marketing activities, estimating customer lifetime and revenue, performing scientific research and contributing to the development of sports analytics tools. As a BA English Literature graduate, I also bring excellent communication skills, demonstrated throughout my successful teaching and webinar hosting engagements, alongside my weekly [blog posts](#). By combining my abilities in data analysis, research, and communication I deliver impactful and interpretable solutions.

Skills

Theoretical Machine Learning Algorithms, Research Methods, Statistics (Frequentist/Bayesian), Causal Inference, Explainable AI

Programming Python, R, SQL
Extras Shiny, Web Scraping
Languages English, Turkish

Experience

DenizBank, HQ

Feb 2023 – Present

Data Scientist

- Constructed and implemented analytical solutions including **propensity models**, significantly enhancing the effectiveness of targeted marketing campaigns across various banking products.
- **Estimated product based revenue** along with expected lifetime for each product, which then used to optimize sales teams' offers along with guidance for which products to focus on.
- Continuously updated knowledge of data science techniques and tools, resulting in the application of cutting-edge solutions such as **counterfactual predictions** to business challenges in the banking sector.

MINT LAB

July 2022 - Dec 2022

TUBITAK STAR Scholarship

- **Awarded a scholarship** from TUBITAK (The Scientific and Technological Research Council of Turkey) for research on psychological effects of earthquake threat which is relevant to Turkey, given the country's vulnerability to seismic activity.
- The existing literature on earthquake threats were limited, with most studies employing correlational or quasi-experimental designs.

Education

Dogus University

BA in English Literature - GPA: 3.07

Certifications

- Eindhoven University of Technology - Improving Your Statistical Inferences
- DeepLearning.AI - Supervised Machine Learning

Projects

Basketball Analytics — Shiny App

- Developed an **expected points (xPTS) model** and used it for a metric to measure shot efficiency, showing how many points a player scores above expectation.
- **Built an interactive chart** that enables users to filter a player's shot efficiency from each location, based on who is on/off with him on the court.
- **Modeled possession importance** as the *potential for a possession to swing win probability*. Used it to filter out low importance possessions while calculating player statistics.

Python Library Contribution — API Wrapper

- **Added a function** to track on-court players play-by-play (a feature that was not readily available), providing the lineup for each possession, which enables users to investigate player interactions through on/off court analysis.

Teaching Stats & Analytics — Satisfaction Survey Results

- Created a new repository called "[Learning Statistics with Simulations](#)" which aims to teach statistical concepts (including Bayesian methods) with simulations.
- Taught a 5 week class to a social psychology lab [about ML methods and their basics](#).
- Hosted a [webinar](#) about basketball analytics.