

AYLIN YILDIZ

Buying & Data Analytics | Premium & Luxury

PROFILE

Business & Strategy Analyst with 7+ years of experience in commercial performance, strategic procurement, and product development. Proven ability to translate market, customer, and sales data into strategic decisions and measurable business impact. Skilled in SQL, Python, and Tableau with a strong focus on data visualization and stakeholder-oriented communication. Combines hands-on business expertise with structured analytical thinking to support strategy, business development, and performance optimization.

LANGUAGES

English	C1
German	Native
Spanish	B1/B2
Turkish	B2

EDUCATION

Data Analytics & AI Bootcamp — WBS Coding School

01/2026 – PRESENT · HAMBURG / REMOTE

Project-based, full-time program using real-world datasets and analytical workflows SQL, Python, Tableau, PowerBI, statistics, A/B testing. Selected projects available on github.com/aylinyildiz26 (Projects: SQL · Python · Tableau dashboards)

FOCUS: Translating data into actionable business insights (customer segmentation, performance analysis)

- Built interactive Tableau dashboard analyzing retail sell-through → identified underperforming categories and supported assortment decisions
- Conducted end-to-end customer segmentation (SQL/Python) → *derived actionable insights for revenue optimization*
- Performed sales and performance analysis on real-world datasets → *translated findings into business recommendations*
- Applied A/B testing and statistical analysis to evaluate business hypotheses

B.Eng. Clothing Technology & Management — HAW Hamburg, Dept. Design DMI

03/2019 – 10/2025 · HAMBURG

Completed alongside continuous full-time industry practice.

BACHELOR'S THESIS · GRADE 1.0 - Focus: sustainability, upcycling of pre-consumer waste, circular product development

„Upcycling von Pre-Consumer Waste – Materialeinsatz und Produkt-entwicklung am Beispiel von Sicherheitsgurten“

Customer Segmentation Analysis (SQL, Python)

- Segmented customers based on purchasing behavior → identified high-value segments
- Delivered insights to support targeted pricing and marketing strategies

Retail Performance Dashboard (Tableau)

- Developed interactive Tableau dashboards to visualize key performance metrics (sell-through, revenue, category performance) and support strategic decision-making
- Enabled data-driven assortment and pricing decisions
- Presented insights in a structured and stakeholder-oriented format to support business recommendations

Revenue & Sales Analysis (SQL, Python)

- Analyzed transactional data to uncover revenue drivers and trends
- Generated insights for strategic decision-making

SKILLS

TECHNICAL SKILLS	STRATEGY & BUSINESS	PRODUCT	INTERPERSONAL
• SQL • Python (Pandas, NumPy) • Tableau / Power BI • A/B Testing • Statistical Analysis • Data Visualization • Data Wrangling • Exploratory Data Analysis (EDA)	• Commercial Performance Analysis • KPI Tracking & Reporting • Customer Behavior Analysis • Assortment Optimization • Pricing Strategy • Business Intelligence (BI) • Market & Trend Analysis • Strategic Project Support	• Assortment Strategy • Product Development • PLM • SCM • Strategic Procurement • Sustainability	• Interdisciplinary Collaboration • Stakeholder Communication • Analytical & conceptual thinking • Data Storytelling • Presentation of Results

PROFESSIONAL EXPERIENCE

Buying, Concept & Retail Build

03/2025 – 07/2025

- MYMEXIKO (DIE WÄSCHEREI OUTLET) · HERZOGENRATH
- Developed and implemented retail concept on 50 m² within a 10,000 m² concept store — generated 17% of total store revenue during the project period
 - Strategic procurement of ~10 brands via Immotex; analyzed conversion metrics to optimize layout and assortment decisions
 - Conceived and physically executed key interior elements — translating concept into realized retail space
 - Co-developed operational setup including warehousing and inventory processes

Retail Operations — Store Closure

09/2024 – 02/2025

- DIE WÄSCHEREI – DAS MÖBELHAUS · HAMBURG
- Developed and managed a structured clearance strategy to optimize sell-through throughout the store closure
 - Performed inventory analysis to ensure data accuracy for reporting and liquidation decisions
 - Dismantled and reconfigured retail floor areas in close coordination with the core team
 - Coordinated POS operations, customer advisory, and inventory flow to maintain service quality until final handover

Buyer & Creative Advisor

02/2017 – 08/2023

- BROGUE PREMIUM CONCEPT STORE · HAMBURG
- Managed full buying cycle across 120+ international brands with an annual purchasing budget of approx. €300,000
 - Applied sell-through analysis, KPI tracking, and market observation to drive data-informed assortment, pricing, and category decisions
 - Identified underperforming categories and implemented targeted adjustments with measurable impact on sell-through and revenue
 - Regular attendance at international trade fairs: Pitti Uomo, MICAM, Maison & Objet, CIFF

Co-Founder & Product Manager

09/2022 – 12/2023

- COMVM – LUXURY FOOTWEAR LABEL · HAMBURG / COMO, ITALY
- Co-founded luxury footwear label; launched ~400 units across 5 product lines, handcrafted in Como — self-developed pricing strategy of ~€200/pair
 - Developed end-to-end brand strategy; material concept based on repurposed furniture fabrics and textile remnants — upcycling as an aesthetic and sustainability position
 - Reduced time-to-market to 6–9 months through independent creation of technical drawings, material specs, and supplier setup
 - On-site quality control with artisan manufacturers in Como; used sales data and customer feedback to continuously refine assortment and pricing

CERTIFICATIONS & FURTHER TRAINING

LinkedIn Learning	2026	Statistics Foundations 1: The Basics
LinkedIn Learning	2026	The Data Science of Experimental Design
HAW Hamburg	2024	Project Management & Communication — CareerService Certificate (20+ hrs)