Ece Erke

LinkedIn: Ece Erke | **Project Portfolio:** https://eceerke.com/

DATA ANALYTICS | BUSINESS INTELLIGENCE | DATA VISUALIZATION

Business intelligence and data analyst with 4+ years of cross-functional experience spanning operations, research, reporting, and analytics. Experienced in designing scalable reporting frameworks and Tableau dashboards that translate complex data into actionable insights. Passionate about combining analytical thinking with thoughtful visual design to communicate complex information with clarity and impact.

SKILLS

Tools: Tableau, SQL, Excel, Python, R, Power BI, Google Sheets, Google Apps Script (JavaScript)
Analytics: Data Cleaning, Exploratory Data Analysis, Statistical Analysis, Predictive Modeling, Regression, Clustering, KPI Development, Dashboard Development, Reporting Automation, Data Visualization and Storytelling, Geospatial Analysis

WORK EXPERIENCE

News Corp | Los Angeles, CA August 2025 - Present
Intelligence & Data Analyst, Global Security Operations

- Rebuilt the GSOC's executive reporting framework, integrating operational, travel, incident, and communication data into a 13-page KPI report used by leadership to evaluate performance, identify trends, and guide operational decision-making.
- Standardized data collection and metric calculation methodologies by redesigning reporting processes and implementing automated validation workflows, improving executive reporting accuracy, consistency, and reliability.
- Designed interactive Tableau dashboards and geospatial visualizations enabling stakeholders to monitor global travel activity, geopolitical developments, and regional risk trends.
- Conducted recurring and ad hoc analyses of travel, operational, and geopolitical data, including strike frequency trends, protest activity clusters, and regional risk patterns, informing traveler guidance and operational planning.
- Developed custom reporting methodologies and analytical solutions to address evolving business requirements, supporting strategic initiatives and external insurance reporting.

Lightfully Behavioral Health | Los Angeles, CA November 2021 - August 2024
Program Coordinator (June 2022 - August 2024); Client Care Technician (November 2021 - June 2022)

- Designed standardized workflows for client admissions, discharges, and documentation, creating SOPs, checklists, and tracking systems that improved process consistency, reduced administrative delays, and supported insurance and billing operations.
- Managed high-volume operational data in Google Sheets, implementing validation and standardized entry procedures to improve accuracy and consistency across shared tracking systems.
- Increased weekly clinical assessment completion by 38% by redesigning workflow processes, implementing structured task delegation, and improving accountability across operational staff.
- Coordinated cross-functional operations across clinical, financial, insurance, and administrative teams, supporting client transitions, attendance reporting, scheduling, and program documentation.
- Served as a key operational partner to program leadership, developing training resources and workflow guidance to support staff onboarding and daily operations.

EDUCATION & CERTIFICATIONS

University of California, Los Angeles (UCLA) September 2017- June 2021
Bachelor of Science, Neuroscience | Bachelor of Arts, Psychology
UCLA Extension Data Science Professional Certificate September 2023
Google Data Analytics Professional Certificate November 2023

RESEARCH & APPLIED ANALYSIS

Neuroscience Research Consultant | *Istanbul, Turkey*
September 2025

- Synthesized evidence-based neuroscience and psychology research to develop product and design recommendations for a startup exploring virtual reality applications for flight anxiety reduction.

University of California, Los Angeles (UCLA)

Learning Assistant, Human Neuropsychology Laboratory March 2021 - September 2021

Research Assistant, Knowlton Laboratory March 2021 - November 2021

- Guided undergraduate students through experimental design, statistical analysis, and data visualization using Excel, JASP, and SPSS, helping students interpret analytical findings and communicate research results across three academic quarters.
- Conducted psychological stress-response research using the Trier Social Stress Test, collecting, validating, and organizing experimental data to support statistical analysis, research reporting, and interpretation of study findings.

SELECTED ANALYTICS & DATA VISUALIZATION PROJECTS (Portfolio)

Global Protest Activity Analysis — Developed an interactive Tableau dashboard using geospatial visualization, custom risk scoring, and temporal analysis to identify global protest hotspots and emerging patterns.

Personal Library Dashboard — Designed a custom bookshelf-inspired Tableau dashboard with parameter-driven navigation, dynamic filtering, and interactive analysis of reading habits, genres, ratings, and publication trends.

Bellabeat Fitness Data Analysis — Analyzed wearable-device data using SQL, R, and Tableau to identify user behavior patterns and develop recommendations for customer engagement and marketing strategy.

Personality Type Analysis — Built an interactive Power BI experience using bookmarks, dynamic navigation, and compatibility views to transform personality-type data into intuitive, audience-facing visualizations.

Healthy Diet Cost Analysis — Developed interactive Power BI dashboards using USDA data to analyze fruit and vegetable prices and estimate the cost of meeting recommended daily servings.

Real Estate Market Segmentation — Applied regression and k-means clustering in R to analyze regional housing price patterns, identify market segments, and evaluate factors associated with home values.

Sleep Efficiency Analysis — Applied exploratory analysis and linear regression in R to evaluate relationships between lifestyle factors and sleep efficiency through statistical visualization.

Personal Fitness Performance Analysis — Analyzed personal workout data using Excel, R, and Power BI to identify performance trends and build interactive visualizations tracking progression over time.