



# Hüseyin Atalay

BUSINESS INTELLIGENCE  
SPECIALIST

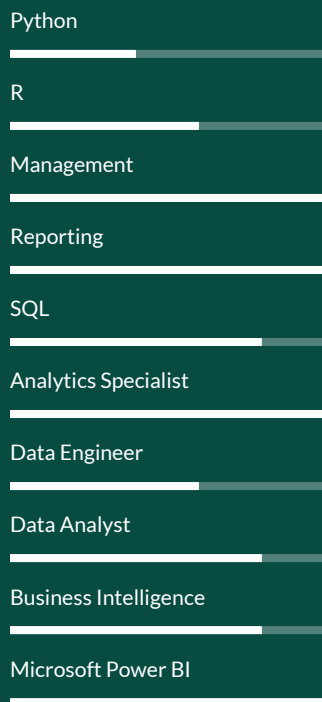
## Details

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## Links

[huseyinatalay.com](http://huseyinatalay.com)  
Linkedin

## Skills



## Languages



## Profile

Dynamic Planning Specialist with over 6 years of experience in business intelligence and strategic planning. Currently serving as a Business Intelligence Specialist at DeFacto, where I develop Power BI reports and enhance reporting efficiency through data cleansing and advanced analytics. My expertise includes SQL, Power BI, and comprehensive data analysis, enabling me to drive effective decision-making processes. I have a proven track record in managing annual and seasonal merchandising plans, conducting budget and sales analysis, and collaborating with cross-functional teams to achieve inventory and commercial targets. With a strong foundation in data analytics and reporting, I am committed to leveraging my skills to elevate business performance and contribute to innovative solutions in the field of business intelligence.

## Employment History

### Planning Specialist (Sr.), DeFacto

JANUARY 2020 – SEPTEMBER 2025

Dynamic Planning Specialist with over 6 years of experience in business intelligence and analytics, specializing in strategic planning and reporting using Power BI and SQL.

- Developed annual and seasonal merchandising plans that aligned with corporate sales, margin, and inventory goals.
- Conducted comprehensive budget and sales analysis, providing insightful reports for strategic decision-making.
- Planned marketing campaigns and discount strategies based on thorough sales performance evaluations.
- Executed OTB planning to optimize inventory management and sales alignment.
- Collaborated with cross-functional teams for effective in-season management, ensuring inventory targets were met.
- Performed detailed analyses by category and supplier to inform relevant teams for improved decision-making.
- Supported buying and design teams in collection creation through effective range planning.
- Managed assortment, order, and size planning to align with business objectives.
- Oversaw in-season reporting planning to track performance and drive adjustments.

### Business Intelligence Specialist, DeFacto

JANUARY 2023 – SEPTEMBER 2025

Business Intelligence Specialist with a focus on developing data-driven insights using Power BI to enhance planning and reporting processes.

- Created detailed Power BI reports tailored for strategic planning and decision-making.
- Optimized reporting efficiency through systematic data cleansing and validation.
- Implemented advanced statistical methods for improved reporting accuracy and insights.

### Business Analyst, InfoEra Software

OCTOBER 2017 – APRIL 2018

Dynamic Planning Specialist with expertise in business intelligence and data analysis, proficient in Power BI and SQL.

- Designed and developed business intelligence solutions using IBM Cognos for Baymak to enhance data reporting and analytics.

- Analyzed user requirements and created a structured scheme for the Baymak Bayi Otomasyon Sistemi to improve operational efficiency.
- Collaborated with users and stakeholders to gather and validate requirements effectively.
- Conducted testing scenarios between SAP systems and developed portals to ensure seamless integration.
- Led project management activities including status meetings and reporting to track progress and identify risks.
- Provided regular updates on project status, including completed modules and outstanding objectives to stakeholders.

## Education

**Departman Of Statistics, Dokuz Eylül Üniversitesi, Dokuz Eylül Üniversitesi, İzmir**

SEPTEMBER 2012 – JUNE 2017

## References

**Ömer Korkmaz from DeFacto, International Merchandise Planning Manager**

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## Courses

**English Language Course, Greenwich Oxford International**

APRIL 2018 – JANUARY 2019