Mustafa Karakaş

Data Analytics & AI Integration Consultant

Data analyst combining six-plus years of digital media analytics with AI to build reporting systems. Designs, automates and measures the pipeline from raw data to executive report.

Istanbul, Türkiye

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EXPERIENCE

Dedecta — Data Analyst Aug 2025 – present

Digital media monitoring, analytics and software · Istanbul

- Automated the weekly/monthly reporting pipeline end to end in Python (3–4 h → 40 min)
- Designed the prompt and test protocol for an AI spam/sentiment classifier (recall 23% → 88–96%)
- Built a 700+ note, decision-recorded corporate knowledge base (AI context −91%)
- Authored the product and target-architecture design of a closed-loop AI report-generation platform
- Built scheduled report-delivery automation (Playwright)

Papillon Istanbul — Analysis & Reporting Specialist (Senior) 2021 – 2024

- Managed analysis and reporting for brand, institution and sector media-monitoring projects
- Built customised analysis sets, dashboard outputs and automated deck structures

Papillon Istanbul — Analysis & Reporting Specialist (Junior) 2020 – 2021

- Monitoring data processing, query writing, data extraction, report datasets

Mihmandar Magazine — Graphic Design 2016 – 2017

PROJECT

Digital Reputation Report (DİR100) — InBusiness Magazine: data structure, score formula design, sector analysis, brand query sets

SKILLS

Data analysis and executive reporting

Social listening and topic taxonomy

AI classification and prompt engineering

Report-generation automation

Knowledge management and system design

TOOLS

Python (pandas, openpyxl, python-pptx)

Advanced Excel/VBA · SQL

Power BI · Playwright/Node

Obsidian · Claude/ChatGPT

enterprise social listening platforms

EDUCATION

Istanbul University

Faculty of Letters, History

LANGUAGES

Turkish (native)

English (upper-intermediate)

Arabic (basic)