

MERT SAFA KENAR

Industrial Engineer | Data Analysis | Co-Founder, Haptic Playables

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SUMMARY

Industrial engineer running end-to-end analysis projects on open data: data collection and cleaning, statistical analysis, optimization and simulation. I use AI both in my analyses and in product development; as co-founder of Haptic Playables, I own the data and measurement infrastructure.

EDUCATION

B.Sc. Industrial Engineering, Istanbul University-Cerrahpaşa, 2021 – 2026

EXPERIENCE

Co-Founder, Haptic Playables **2026 – Present**

- Co-founded a marketing technology startup that builds interactive experiences for e-commerce brands; selected for the Tech Istanbul Pre-Incubation Program.
- Built the data infrastructure that measures user interactions on Cloudflare Workers and PostgreSQL (Supabase); used event schemas and data validation to make campaign performance reliably trackable.

Project and R&D Intern, Raftürk Raf Sistemleri **Summer 2026**

- Compared a manual forklift warehouse with an automated four-way shuttle system on cost, capacity, reliability and ergonomics to inform the investment feasibility study; designed a dashboard to track the results.

Lifeguard, Work and Travel Program, New Jersey, USA **Summer 2025**

Production Planning Intern, Sarten Ambalaj San. ve Tic. A.Ş. **Summer 2024**

- Studied production processes through shop-floor observation, efficiency analysis and 5S; organized quality assessment data and proposed process improvements.

PROJECTS

Istanbul: The First Night: earthquake-night assembly capacity analysis github.com/mertkkenarr-dev/istanbul-ilk-gece

Python, DuckDB, linear programming, LightGBM, MapLibre

- Merged 25+ open sources into a single 959-neighbourhood dataset and documented every cleaning step. Built a linear program assigning ~49,000 population blocks to 2,960 open spaces within walking distance under capacity limits; showed that 2.6 million people find no space on the first night in the median scenario.

Discovery Dynamics: what makes an indie game visible on Steam github.com/mertkkenarr-dev/discovery-dynamics

Python, DuckDB, LightGBM, SHAP, UMAP, React Three Fiber

- Pre-registered five hypotheses on a 92,492-game dataset and tested them with propensity-score matching and regression discontinuity. Showed that 54% of indie games get fewer than 10 reviews in their first year and that the common “50-review threshold” belief is not supported by the data.

market-queue-lab: supermarket checkout queue simulation github.com/mertkkenarr-dev/market-queue-lab

Python, TypeScript, React Three Fiber

- Asked whether one shared line or a line per checkout keeps supermarket customers waiting less, and answered it with a simulation built from real checkout data. Showed that separate lines work better once checkouts get busy, and validated the model on a period it had never seen.

SKILLS AND LANGUAGES

Data analysis and statistics: SQL, Python, advanced Excel, Power BI, Tableau, hypothesis testing, A/B testing, causal inference, SPSS, EViews

Modelling and optimization: LightGBM, linear programming, discrete-event simulation, Monte Carlo, AHP-TOPSIS

AI: Prompt engineering, RAG, natural language processing (NLP), generative AI tools: ChatGPT, Claude, Gemini

Cloud and tools: Cloudflare Workers, AWS, PostgreSQL, Supabase, DuckDB, Git, TypeScript, React, MS Project

Marketing analytics: ROAS, CAC, LTV, conversion tracking

Languages: Turkish (native), English (fluent)

COURSES AND CERTIFICATIONS

- Google Data Analytics Professional Certificate, Google
- Google AI Professional Certificate, Google
- Google AI Fundamentals, Google
- Generative AI for Growth Marketing, IBM
- AI Fluency for Creative Work, Anthropic