

Oğuz Güneren

Artificial Intelligence Engineer | Data Scientist

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About

As a Data Scientist and AI Engineer with over four years of experience, I currently work at Turkish Airlines Technology across large-scale data, machine learning, and production AI systems. With a background in Artificial Intelligence and Data Engineering at Istanbul Technical University, my experience spans machine learning, computer vision, data engineering, and AI infrastructure, with a focus on building reliable systems for real-world use.

In parallel with my industry work, I co-found and build AI-focused products and startups, taking ideas from early concept to fully working products.

For example, SPOT is an AI-powered basketball video analytics platform that turns raw full games into automated statistics, shot maps, and highlights; as its founding AI engineer, I built its core system end to end, from data and model development to custom algorithms, GPU inference, and production deployment. Another example is EComGen, a generative AI platform for e-commerce that I built from the ground up, combining AI generation with a complete SaaS product.

Experience

Turkish Airlines Technology

Nov 2025 – Present

Data Scientist / AI Engineer · Istanbul / Hybrid

- Design and maintain production data pipelines over large-scale Turkish Airlines event data, transforming raw, high-volume data into reliable analytical and ML-ready datasets.
- Develop reusable Machine Learning and Explainable AI workflows, combining leakage-safe feature engineering, model development and evaluation.
- Run statistical analyses that directly inform product and engineering decisions.
- Build systematic data-quality and analytical frameworks for production environments, turning recurring validation, instrumentation, schema, and methodological checks into reproducible processes.

SPOT

May 2026 – Present

AI Engineer & Founding Partner · Amsterdam / Remote

- Built end-to-end video analytics platform that turns raw full basketball games into automated stats, shot maps, and highlight clips.
- Trained five task-specific computer vision models for ball/rim detection, court understanding, action recognition, and jersey-OCR.
- Designed a distributed GPU inference architecture and integrated it with the production web application.
- Redesigned the pipeline to cut inference cost and improve accuracy, validating the system on real matches.

TÜBİTAK BİLGEM, B3LAB

Aug 2025 – Sep 2025

AI Research Intern · Gebze / On-Site

- Built an econometric time-series pipeline for TÜBİTAK BİLGEM's Mali Zeka program using large-scale expenditure data.

Baykar Cezeri AI & Robotics Technologies

Jun 2025 – Aug 2025

AI Engineer Intern · Istanbul / On-Site

- Built a real-time vision pipeline on NVIDIA Jetson Orin combining segmentation, tracking, and geometric estimation, while optimizing lightweight models with ONNX and TensorRT for edge deployment.

Seller Integral

Sep 2023 – Feb 2025

Data Scientist · Istanbul / Remote

- Built Python data workflows with Pandas, NumPy, web scraping, APIs, and databases, while contributing to data-quality improvements and image-classification solutions for e-commerce.

Schneider Electric

May 2024 – Jul 2024

Data Scientist · Istanbul / Hybrid

- Applied Python, RFM analysis, Power BI, Power Automate, and RPA to customer analytics, reporting and data visualization.

Maestrozon

Feb 2024 – Apr 2024

Data Scientist · Istanbul / Hybrid

- Developed user-friendly data collection and automation tools for Amazon sellers, simplifying e-commerce workflows for everyone.

Overtch Information Technologies Inc.

Feb 2022 – May 2023

Computer Vision Engineer · Junior Data Scientist · Data Science Intern

- Progressed from data science to computer vision, building Python/SQL data workflows and TÜBİTAK-supported deep-learning solutions using custom datasets, CNN architectures, and YOLO.

Education

Istanbul Technical University (ITU)

Sep 2021 – Expected 2026

B.Sc. Artificial Intelligence and Data Engineering

Istanbul, Türkiye

Featured Coursework: YZV 411E Big Data Analytics | YZV 405E Natural Language Processing | YZV 303E Deep Learning | YZV 416E Computer Vision | YZV 495E Speech & Audio Processing | BLG 311E Formal Languages & Automata | YZV 406E Robotics

For detailed information and more, please visit oguzguneren.com.