

Meltem Kösedag

Senior Business Consultant
Ernst & Young GmbH-Frankfurt

www.meltemkosedag.com



Agenda

- ▶ **Meltem Kösedag**

 - Education & Career

 - Why & How & When ?

- ▶ **Mathematical Engineering**

 - What does Mathematical Engineer do ?

 - Working Areas & Sector Diversity

 - Technical and Practical Aspects of Vocational Orientation of BA

 - Variable BA Positions

 - Pros. & Cons. of BA

- ▶ **Success on Profession**

 - Goals - Opportunities – Capabilities - Job Interview

- ▶ **Questions**



- Yıldız Technical University – Mathematical Engineering (Turkey - Bachelor)
- Halmstadt University – Computer Science (Sweden - Erasmus)
- Istanbul Technical University – Mathematical Engineering MSc (Turkey - MSc)
- Darmstadt Technical University – Mathematics & Informatics MSc (Germany - Erasmus)




- Technology Consultant - Ernst & Young Consulting / Istanbul
- Research Assistant & Developer - TUD Computing Center / Darmstadt
- Business Consultant - Ernst & Young GmbH / Frankfurt

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 Why am I Business Consultant ?

 When did I decide to work as Business Consultant ?

 Which path I have been walking through ?

 How did I manage to work abroad ?

 Who are likely to be Business Analyst / Business Consultant ?

❖ Impressive Communication

effective communication

❖ The Ability To Solve Problems

multiple operations and relevant scenarios

❖ Critical Thinking

understand *why*

❖ An Analytical Mind

dig into a problem or assess a proposed solution

❖ Process Modeling Knowledge

visual representation of information

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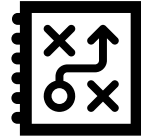
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Mathematical Engineering

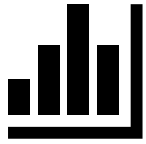
What does Mathematical Engineer do ?



- ❖ Developing different methods for solving problems,
- ❖ To create mathematical modules of problems occurring in the business field,
- ❖ Mathematical analysis,
- ❖ Solving and interpreting problems,
- ❖ Making use of different computers and computer programs in problem solving,
- ❖ To carry out studies in order to put the theoretical studies into the application area,
- ❖ Mainly developing themselves in the fields of finance and software and combining the solutions in the workplace with these areas,
- ❖ To organize professional training of personnel,
- ❖ Developing different methods for solving problems,
- ❖ To work in the development of industrial and computer science,
- ❖ To work in areas such as computer labs when necessary.

Mathematical Engineering

Working Areas & Sector Diversity



- Consultancy
- Data Analytics
- Business Analytics
- Performance Improvement
- Risk Management
- Business Intelligence
- Process Management
- Hardware & Software Developer
- Application Developer

- Back-end & Front-end Programmer
- IT Support
- Marketing & Sales
- Supply Chain

@All sectors and companies related to technology

- Finance
- Insurance
- ..
- Banking
- Automotive

Mathematical Engineering

Technical and Practical Aspects of Vocational Orientation of BA



Business Consultant - Business Analyst (BA)

- A person who analyzes an organization or business domain (real or hypothetical) and documents its business, processes or systems, assessing the business model or its integration with technology.
- Business Analyst helps in guiding businesses in improving processes, products, services and software.

- The role of an analyst can also be defined as a bridge between the business problems and the technology solutions
- Business problems can be anything about business systems for example the model, process or method
- The technology solutions can be the use of technology architecture, tools or software applications
- System analysts are required to analyze, transform, and ultimately resolve business problems with the help of technology



Here are some common example positions and typical analyst responsibilities of each:

Marketing Analyst – responsible for analyzing the effectiveness of marketing campaigns or generating data that can be used as part of the sales and marketing process.

Sales Analyst – responsible for analyzing sales-related systems, sales reports, or sales processes.

Operations Analyst – responsible for analyzing operational processes, generating reports, or supporting the operations by performing manual tasks.

Reporting Analyst – responsible for designing new reports, creating reports, and running existing reports.

Test Analyst - ensures the functional readiness of computer software and hardware products before they go to market.

Project Analyst / Project Manager - plan, organize and execute the project in an effective manner by providing critical data support

Technical Support – IT - oversees the installation and maintenance of computer network systems within a company

Subject Matter Expert (SME) - is a person who is an authority in a particular area or topic.

Software Developer – is the product developer on technical side, where the software requirement are fulfilled by either a new product or a new feature on an existing product or system

System Analyst - analyze how well software, hardware and the wider IT system fit the business needs of their employer or of a client

Quality Assurance Engineer - responsible for assessing the quality of specifications and technical design documents in order to ensure timely, relevant and meaningful feedback

Business / Functional Manager - is the person who has management authority within a business unit/department with direct supervision over one or more resources on the project/program team, and/or direct responsibility for the functions affected by or that affect the project/program deliverable(s).

Business Consultant - Consultants offer advice and expertise to organizations to help them improve their business performance in terms of operations, profitability, management, structure and strategy.

Technology Consultant - In technology consulting, the goal is to inform clients of how to use their IT practices to achieve their business objectives. To do that, a tech consultant is also going to manage and implement strategies. IT consulting services can range from creating a technology to managing a system of processes for a client

And never forget that there is no one path to business analysis. Your professional experience counts in this career transition path and the sooner you can move towards building relevant career experiences, the sooner you'll achieve your business analyst career goal.



Pros.

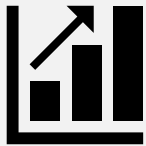
- You are more likely to work on a variety of projects, which reduces the potential for boredom and complacency
- You meet new challenges on a regular basis and network with and learn from a range of people.
- As a result, you develop new skills from new challenges and people you encounter on the way.
- There is greater flexibility in choosing when you work and on what projects and it is easier to plan holidays if you are willing to take time off between contracts in big companies, but no chance in small ones
- In Big4 companies, you get far more experience than other companies can offer to you



Cons.

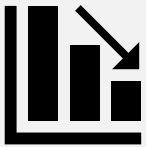
- You do not have a chance to leave the project if it is a busy season or any urgent issue regarding the client
- You need to be always able to connect to the system or at least reach out to your mails
- You need to be mobile and ready for travelling to the client's premises
- In Big4 companies, you earn less money than other companies
- If your company is small and if you are the only one eligible consultant for any project in your company, you cannot change your destiny in the project distribution in your team

Advantages of being Business Analyst in Sector in 2021



- Growth Market
- Low Barriers To Entry Compared To Other Professions
- Challenging And Demanding Job
- Springboard To Other Careers
- Use Existing Industry Knowledge

Why you might not like the work of a Business Analyst:



- The need to communicate
- The need to switch between different types of activities and, as you progress, several completely different in nature projects
- The need to take decisions and be responsible for them
- For beginners, we would advise to analyze the entire flow of information to decide whether you really want to become a business analyst, and thus get one step closer to your cherished goal. For those, who is in the middle of searches for high-quality business analysis, we would be glad to offer you business analytics services and software requirements analysis.

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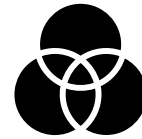
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Success on Profession

Goals - Opportunities – Capabilities

- ✓ Willing to
 - Learn and Explain
 - Improve and Develop
 - Change and Exchange Ideas
 - Challenge and Aim
 - Discover and Socialize
- ✓ Being aware of
 - Opportunities
 - Self abilities
 - Self wish and tendency
 - Self limits
- ✓ Being good at
 - Programming skills
 - Communication skills



- ✓ Educational Wealth
 - Seminars
 - Courses
 - Exchange Programs
 - Projects
 - Foreign Language
- ✓ Experience in Vocation
 - Internships
 - Part-time job
 - Voluntary Job
 - Periodical Projects
 - Job Application Assignments
- ✓ Sectoral recognition



Before Interview

- Start by researching the company and your interviewers
- Practice your answers to common interview questions
- Reread the job description
- Recruit a friend to practice answering questions
- Prepare a list of references
- Be prepared with examples of your work
- Prepare smart questions for your interviewers
- Practice good manners and body language

During Interview

- Bring copies of your resume, a notebook and pen
- Use the STAR method in answering questions Situation, Task, Action and Result
- Treat everyone you encounter with respect
- Respond truthfully to the questions asked
- Tie your answers back to your skills and accomplishments
- Keep your answers concise and focused
- Ask about next steps



Off the record: Apply for more than your interests and strain your own limits!

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Questions ?

[LinkedIn: Meltem Kösedag](#)



The better the question. The better the answer.
The better the world works.

