MELİKE TANER

Consumer Insights | Data Analytics | Brand Management

My Contact

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📍 London, UK

Skills & Competencies

- PowerBI
- Tableau
- MS Office
- SQL
- Social Listening Tools:

BrandWatch, Kimola Analytics

- Retail & Loyalty Data Providers:

Circana, Sabre, SkuTrak, Dunnhumby

- Google Analytics

Education

Bachelor of Science (B.Sc) in Statistics

Middle East Technical University

Languages

- Turkish (Native)
- English (Fluent**)**

Interests & Hobbies

- Horse-riding
- Sailing
- Traveling
- Interior Design

PERSONAL PROFILE

Strategic and data-driven Consumer Insights and Data Analytics professional with 5 years of experience on both agency and brand sides. Expert in analysing complex datasets into compelling business narratives, uncovering actionable consumer behavior patterns and guiding cross-functional teams through insight-led strategies.

PROFESSIONAL EXPERIENCE

Strategic Insights Executive   **Sept'23 - Present**

Japan Tobacco International, London UK

- She is responsible for monitoring total market performance and analysing market and consumer data in order to recommend and execute brands, portfolio and pricing strategies.
- Fully owns insight reporting for the entire Reduced Risk Products (Vape, Nicotine Pouch and Heated Tobacco) category.
- Delivers accurate and timely monthly and quarterly performance reports and dashboards, presents findings to senior leadership, ensuring alignment with business objectives.
- Conducts competitor intelligence by systematically tracking pricing, product launches, and communication tactics - driving insights that directly shaped JTI's category positioning.
- Plays a critical role in the product launch in multiple cities by evaluating local execution, assessing commercial impact and surfacing distribution opportunities in key channels.

Customer Insights Analyst   **Dec'22 – Jul'23**

Mondelez International, London UK

- Delivered category-level insights by integrating EPOS and customer loyalty data. Conducted promotional ROI analysis and supported media performance tracking.
- Built numerous dashboards and trackers for regular reporting. Discussed business opportunities and risks and provided analytical consulting to brand and category managers for data-driven decision making.

Customer Insights Specialist   **Oct'19 – Dec'21**

Kimola Data Analytics, Ankara Turkiye

- Led end-to-end custom social listening research projects for Fortune 500-level clients across diverse sectors including FMCG, Pharma, Tobacco, Finance, and Automotive. Created executive-level insight reports, delivered strategic marketing recommendations and campaign optimization plans.
- Identifed emerging cultural trends, consumer pain points, and brand perception gaps that informed product development, digital media strategies, and communication tone.