

Celine Ünal

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Professional Experience

Present December 2020 Bloomington, MN	Consultant, Logic Information Systems <ul style="list-style-type: none">> Developed a proof-of-concept data science program in R to predict shelf out-of-stocks based solely on point-of-sale data.> Performed consulting work at various clients across a multitude of business intelligence projects. <div>Python R Tableau SQL Snowflake Excel</div>
Present July 2021 Bloomington, MN	Functional Lead & Business Analyst for Snipes USA, Logic Information Systems <ul style="list-style-type: none">> Lead the cross-functional requirement gathering and reporting workstream for an enterprise data warehousing and business intelligence solution implementation, act as the bridge between the technical team and the client business teams.> Design and facilitate workshops to discuss and document the existing business processes, as well as gaps in current analytics solutions.> Design ten dashboards in Looker, utilizing the new business intelligence platform. <div>Excel SQL Looker</div>
Present March 2021 Bloomington, MN	Reporting Lead & Business Analyst for Ralph Lauren Corporation, Logic Information Systems <ul style="list-style-type: none">> Lead the reporting workstream within a Customer Data Platform implementation project, bridge the gap between the technical team and the client's customer analytics team.> Author and publish a Customer Metric Catalog, recommend strategies to operationalize it across the enterprise.> Rationalize existing customer reporting and recommend new reports and use-cases enabled by the new CDP.> Plan a user adoption testing strategy and support the client through the process. <div>Tableau SQL JIRA/JQL Excel Redpoint CDP</div>
July 2021 May 2021 Bloomington, MN	Functional Lead & Business Analyst for Torrid LLC, Logic Information Systems <ul style="list-style-type: none">> Lead the requirement gathering and reporting workstream for a customer analytics extension to the enterprise data warehouse.> Designed and facilitated workshops to discuss and document the analytics needs of the Customer Analytics team. <div>Excel SQL</div>
February 2021 November 2020 Bloomington, MN	BI Engineer for Express Inc., Logic Information Systems <ul style="list-style-type: none">> Aided in the design of the EDW data model extension to cover new business requirements raised by a renewed loyalty program implementation. Worked with the data architect to ensure the design covers the reporting requirements efficiently.> Managed an offshore team of developers to implement Microstrategy metadata, following an agile methodology.> Lead an offshore development team to update existing reports in MicroStrategy to prepare the client for Covid-19 specific reporting needs. <div>MicroStrategy SQL JIRA/JQL</div>
December 2020 February 2019 Bloomington, MN	Associate Consultant, Logic Information Systems <ul style="list-style-type: none">> Architected a machine-learning based return rate benchmarking tool.> Performed consulting work at various clients across a multitude of business intelligence projects. <div>Python R Tableau SQL Snowflake Excel</div>

Education

2018 **Bachelor of Arts**, Macalester College, St. Paul, MN
Economics, Applied Mathematics and Statistics, minor in Computer Science.

Skills

R ● ● ● ● ○	Python ● ● ● ● ● ○	SQL ● ● ● ● ● ○	Java ● ● ● ● ● ○
JavaScript ● ● ● ● ○ ○	Excel ● ● ● ● ● ○	MicroStrategy ● ● ● ● ● ○	Tableau ● ● ● ● ○ ○

Languages

English Bilingual **Turkish** Bilingual