

Celine Unal

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Consulting professional with business and technical experience in implementing analytics solutions across many retailers.

Experience

Independent Consultant • Feb 2023 – Present • Minneapolis, MN

- Worked on projects implementing omnichannel focused data warehousing and business intelligence platforms, customer analytics systems, and product lifecycle management analytics solutions at retailers Belk, Janie and Jack, Pacsun and West Marine. Worked with POS, sales audit, merchandising, order management, customer, marketing and PLM data and systems.
- Carried out business-facing functions such as requirements gathering across cross-functional teams, facilitating user acceptance testing and guiding stakeholders on retail analytics best practices.
- Designed analytics solutions both in terms of business logic and the resulting SQL queries / ETL approach for specific use cases. E.g. determination of retail type (regular vs. promo vs. markdown) at sales line-item level, supporting complex rules for sales forecasts and inventory replenishment.
- Performed technical analysis on legacy systems, legacy SQL queries, complex datasets, data models etc. to produce gap analyses and ensure coverage of all required use cases.
- Lead a project to implement a customer analytics solution at a client that has both B2B and B2C retail operations. The resulting system was able to identify the right customer for 99%+ of B2B sales, and 80%+ of retail sales.

Consultant at Logic Information Systems • May 2020 – Dec 2022 • Bloomington, MN

- Staffed as a lead on projects implementing omnichannel analytics infrastructure, customer data platforms, data warehousing and reporting systems at retailers Ralph Lauren, Hot Topic, Torrid, Snipes, Express, Belk. Worked with POS, sales audit, merchandising, order management, customer, marketing, ecommerce analytics, supply chain and HR systems.
- Gathered and documented requirements through workshops with cross-functional teams and business leaders including executives, identifying pain-points with existing analytics and reporting solutions.
- Designed and delivered suites of enterprise reports and dashboards for cross-functional teams and executives in Tableau, Looker and MicroStrategy.

Associate Consultant at Logic Information Systems • Feb 2019 – May 2020 • Bloomington, MN

- Gathered and documented requirements through workshops with business leaders across all domains for enterprise-wide analytics infrastructure implementations across multiple retail clients.
- Designed dashboards and authored analytics best practices documents that were adopted enterprise wide.

Education

Bachelor of Arts awarded Dec 2018 • Macalester College • Saint Paul, MN

- Majors in Applied Math & Statistics, Economics; minor in Computer Science.

Tech Skills

Very proficient in SQL, R, Excel, PowerPoint, Looker

Proficient in Tableau, Python, Snowflake, MicroStrategy