

Celine Ünal

Consultant | Data Scientist

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Professional Experience

Present December 2020	Consultant <ul style="list-style-type: none">> Supported the sales team in formulating customer acquisition approaches by providing analytics and story-telling expertise.> Developed a proof-of-concept data science program in R to predict shelf out-of-stocks based solely on POS data.> Provided functional training around the business value of Robling enterprise data model and Snowflake data warehousing platform to the sales team and executives.
Logic Information Systems Bloomington, MN	<div>PythonRTableauSQLSnowflakeExcel</div>
December 2020 February 2019	Associate Consultant <ul style="list-style-type: none">> Architected a machine learning solution for step-detection in transaction data to respond to shifting customer demand. The solution identified items that are at the beginning stages of a surge in sales up to 10 days before web articles from industry experts mentioned the surge. It has been integrated as an offering to clients.> Devised and developed a return rate benchmarking tool as an offering for retailers. The tool uses neural network classification with transaction, item and customer attributes as inputs. It outputs a Expected Return Rate (xRR) metric that can be used as a benchmark for return rates to identify idiosyncratic causes of increased returns, e.g. quality assurance problems.> Formulated a data science offering to predict shelf out-of-stocks based solely on POS data. The solution uses a non-parametric approach to assign a probability of shelf out-of-stock to items, enabling the store teams to determine priorities regarding re-stocking and inventory management.> Designed a suite of store-level reports in Tableau for field teams of retailers as an offering to potential clients.
Logic Information Systems Bloomington, MN	<div>PythonRTableauSQLSnowflakeExcel</div>
Present March 2021	Reporting Lead & Business Analyst for Ralph Lauren Corporation <ul style="list-style-type: none">> Lead the reporting workstream within a Customer Data Platform implementation project.> Give recommendations and run requirement gathering workshops around available metrics for reporting from business leaders across all domains and multiple global regions.> Document all customer metrics in a Customer Metric Catalog, recommend strategies to operationalize it across the enterprise.> Analyze how existing roles and responsibilities related to customer analytics translate into reporting requirements.> Rationalize existing customer reporting and recommend new reports and use-cases enabled by the new Customer Data Platform.> Manage an offshore developer team to build the metrics and reports in MicroStrategy.
Logic Information Systems Bloomington, MN	<div>MicroStrategySQLJIRA/JQLExcelRedpoint CDP</div>
February 2021 December 2020	BI Engineer for Express Inc. <ul style="list-style-type: none">> Lead an offshore development team to update existing metadata and reports in MicroStrategy to prepare the client for Covid-19 specific reporting needs.> Oversaw the development of last-last-year versions of ad-hoc metrics available for self-service reporting through MicroStrategy.> Managed the transformation of existing executive and enterprise reporting in MicroStrategy to include last-last-year information as both the basis of comp stores determination and benchmarking.> Guided the client business users through UAT and managed the response to bugs and concerns.
Logic Information Systems Bloomington, MN	<div>MicroStrategySQLJIRA/JQL</div>
December 2020 November 2020	BI Engineer for Express Inc. <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.> Lead the development of new metadata within MicroStrategy to fulfill ad-hoc reporting requirements. The development effort included updates to existing metrics and attributes, implementation of new metrics and attributes and system testing.> Managed an offshore team of developers to reach ambitious sprint goals, following an agile methodology.
Logic Information Systems Bloomington, MN	<div>MicroStrategySQLJIRA/JQL</div>

January 2020 March 2019	Business Intelligence Analyst for Belk Inc.
Logic Information Systems	<ul style="list-style-type: none"> > Led meetings with business leaders from all business domains for requirement gathering and internal alignment on individual reports. > Collected requirements to come up with a rationalized catalog of enterprise reports. > Collected existing metrics and added new ones to build an enterprise KPI catalog to drive alignment. > Authored a report standards document that outlines the design and data principles to be followed company-wide that incorporated best-practice visualization and design concepts. > Defined the methodology that the business aligned on for previously ambiguous KPI's such as Lost Sales \$. > Designed more than fifteen best-practice enterprise-level reports, often from scratch, specified to business requirements. Assisted in the design of another twenty enterprise reports. > Created advanced filtering conditions for low-level information using statistical analysis that ensured only relevant information was presented in the reports. > Presented drafts of new enterprise reports to the business and gathered feedback, versioning the report design if required. > Worked with the technical team to make sure the implementation of the enterprise reports in the reporting tool fulfilled the design requirements. > Created test cases for and performed multiple rounds of comprehensive system testing of enterprise reports. > Led UAT sessions to introduce the enterprise reports to the business, and managed feedback.
Bloomington, MN	<div>R</div> <div>MicroStrategy</div> <div>SQL</div> <div>Excel</div>
January 2019 January 2018	Research Assistant
Macalester College Assessment Office	<ul style="list-style-type: none"> > Utilized statistical analysis and hypothesis testing to support research into whether educational strategies employed were effective. > Built reports, employing data visualization techniques, summarizing the findings of the research conducted. > Designed surveys to measure effectiveness of the educational strategies on educational and career outcomes. > Assisted in preparing and carrying out qualitative research strategies.
St. Paul, MN	<div>R</div> <div>Excel</div> <div>Atlas.Ti</div> <div>Qualtrics</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