

Celine Ünal

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consulting experience

- July 2021 **FUNCTIONAL LEAD & BUSINESS ANALYST** *Snipes USA*
- December 2021
- Lead the cross-functional requirement gathering and reporting workstream for the implementation of a DaaS solution.
 - Designed ten enterprise dashboards in **Looker** to utilize and showcase the new solution.
 - Designed and facilitated training sessions for client's business users to enable self-service analytics offered through the DaaS solution.
- March 2021 **REPORTING LEAD & BUSINESS ANALYST** *Ralph Lauren Corporation*
- December 2021
- Lead the requirements gathering and reporting workstreams within a Customer Data Platform implementation project.
 - Rationalized existing customer reporting in **Tableau** and recommended new reports enabled by the CDP.
 - Planned the User Adoption Testing and supported the client business users through the process.
- May 2021 **FUNCTIONAL LEAD & BUSINESS ANALYST** *Torrid LLC*
- July 2021
- Lead the requirement gathering workstream for customer analytics and supply chain extensions to the existing enterprise data warehouse.
- November 2020 **BI ENGINEER** *Express Inc.*
- February 2021
- Worked with the data architect to ensure the design of an enterprise data warehouse extension to cover a new loyalty program meets the reporting requirements efficiently.
 - Lead the **MicroStrategy** metadata and report development workstream, managing an offshore team of developers to reach ambitious sprint goals following an agile methodology.
- October 2020 **FUNCTIONAL LEAD & BUSINESS ANALYST** *Accent Decor Inc.*
- December 2020
- Lead the functional side of an enterprise data warehouse implementation. Met with business leaders and executives across all domains to gather analytics and reporting requirements.
- March 2020 **BUSINESS ANALYST** *Belk Inc.*
- January 2020
- Facilitated cross-functional requirement gathering workshops with business leaders for an enterprise-wide data warehousing and enterprise reporting tool implementation.
 - Authored a report standards and best practices document that outlines the design and data principles to be followed enterprise-wide.
 - Designed fifteen enterprise-level dashboards, assisted in the design of another twenty enterprise dashboards as a reviewer. Saw the delivery of the dashboards through the UAT process.

work experience

- December 2020 **CONSULTANT** *Logic Information Systems*
- Present
- Enabled DaaS implementations by refining the methodology and building all functional assets.
 - Took leadership positions within multiple projects as the primary business-facing consultant.
 - Developed a POC data science program in **R** to predict shelf out-of-stocks based solely on point-of-sale data.
- February 2019 **ASSOCIATE CONSULTANT** *Logic Information Systems*
- December 2020
- Achieved 80%+ billing utilization rate within the first year.
 - Architected a machine-learning based return rate benchmarking tool as a potential offering.

education

- December 2019 **BACHELOR OF ARTS** *Macalester College*
- Majors in Applied Mathematics & Statistics, Economics. Minor in Computer Science.

skills

R ●●●●● Excel ●●●●● SQL ●●●●● Tableau ●●●●● Python ●●●●● MicroStrategy ●●●●● Java ●●●●● Looker ●●●●● HTML/CSS/JS ●●●●● MS PowerPoint ●●●●●

languages

English Bilingual Turkish Native Speaker