

Celine Ünal

Consultant | Data Scientist | BI Engineer

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Professional Experience

Present	Associate Consultant
February 2019	<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	Python R Tableau SQL Snowflake Excel
Bloomington, MN	
Present	Senior BI Engineer for Express Inc.
November 2020	<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	MicroStrategy SQL JIRA/JQL
Bloomington, MN	
January 2020	Business Intelligence Analyst for Belk Inc.
March 2019	<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.
Logic Information Systems	R MicroStrategy SQL Excel
Bloomington, MN	

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