

Celine Ünal

Consultant, Data Scientist
she/her

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📍 Minneapolis, MN

👛 Professional Experience

Consultant

December 2020 – Present

Logic Information Systems, Inc.

Bloomington, MN

- 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 and guidance around the business value of Robling enterprise data model and Snowflake data warehousing platform to the executives and the sales team.

Associate Consultant

February 2019 – December 2020

Logic Information Systems, Inc.

Bloomington, MN

- Architected an ML 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.
- Devised and developed an ML-based return rate benchmarking tool as an offering for retailers. It outputs an Expected Return Rate (xRR) metric that can be used as a benchmark for return rates to identify idiosyncratic causes of increased returns.
- Designed a suite of store-level BI reports in Tableau for field teams of retailers as an offering to potential clients.

Research Assistant

January 2018 – January 2019

Macalester College Assessment Office

St. Paul, MN

- 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.

💡 Consulting Experience

Reporting Lead & Business Analyst

March 2021 – Present

Ralph Lauren Corporation

- Work with cross-functional teams across the business to analyze how existing roles and responsibilities related to customer analytics translate into BI reporting requirements. Make recommendations on BI activities based on industry best-practices.
- Analyze how existing roles and responsibilities related to customer analytics translate into BI reporting requirements. Rationalize existing customer reporting and recommend new reports and use-cases enabled by the new Customer Data Platform.
- Document all customer metrics and attributes in a Customer Metric Catalog, recommend strategies to operationalize the catalog across the enterprise.

Consulting Experience (continued)

BI Engineer

November 2020 – February 2021

Express, Inc.

- 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 MicroStrategy metadata and report development. Managed an offshore team of developers to reach ambitious sprint goals, following an agile methodology.
- Managed the transformation of existing executive and enterprise reports to include last-last-year information for comp stores determination and benchmarking.

Reporting Lead & Business Analyst

September 2020 – November 2021

Accent Decor, Inc.

- Lead the functional arm of the first phase of an EDW implementation. Met with business leaders and executives across all domains to gather reporting requirements.
- Produced a Enterprise Metric Catalog that drove alignment across all analytics activities.

Business Intelligence Analyst

March 2019 – February 2020

Belk, Inc.

- Facilitated workshops with business leaders from all business domains for requirement gathering and internal alignment on individual reports. Built enterprise report and metric catalogs following the requirements and best practices to drive enterprise-level alignment.
- Authored a report standards and best practices document that outlines the design and data principles to be followed company wide.
- Designed more than fifteen enterprise-level reports from scratch specified to business requirements. The reports followed industry best practices both in design and content. Assisted in the design of another twenty enterprise reports.
- Created advanced filtering conditions for low-level information using statistical modelling that ensured only relevant information was presented in the reports.
- Collaborated with the engineering team to make sure the implementation of the enterprise reports in the reporting tool fulfilled the design requirements.

Education

Bachelor of Arts: Applied Mathematics & Statistics, Economics

December 2018

Macalester College

St. Paul, MN

Tech Skills

R	★★★★★	Python	★★★★☆	SQL	★★★★☆
Java	★★★★☆	MicroStrategy	★★★★☆☆	Tableau	★★★★☆☆
Excel	★★★★★	JavaScript	★★★★☆☆	PowerBI	★★★☆☆☆

Languages

English: Bilingual

Turkish: Native