

# Celine Ünal

## Consultant | Data Scientist

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## Professional Experience

<b>Present</b> <b>February 2019</b>  Logic Information Systems  Bloomington, MN	<b>Associate Consultant</b> <ul style="list-style-type: none"><li>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.</li><li>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.</li><li>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.</li><li>Designed a suite of store-level reports in Tableau for field teams of retailers as an offering to potential clients.</li></ul> <div>PythonRTableauSQLSnowflakeExcel</div>
<b>January 2020</b> <b>March 2019</b>  Logic Information Systems  Bloomington, MN	<b>Business Intelligence Analyst for Belk Inc.</b> <ul style="list-style-type: none"><li>Led meetings with business leaders from all business domains for requirement gathering and internal alignment on individual reports.</li><li>Collected requirements to come up with a rationalized catalog of enterprise reports.</li><li>Collected existing metrics and added new ones to build an enterprise KPI catalog to drive alignment.</li><li>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.</li><li>Defined the methodology that the business aligned on for previously ambiguous KPI's such as Lost Sales \$.</li><li>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.</li><li>Created advanced filtering conditions for low-level information using statistical analysis that ensured only relevant information was presented in the reports.</li><li>Presented drafts of new enterprise reports to the business and gathered feedback, versioning the report design if required.</li><li>Worked with the technical team to make sure the implementation of the enterprise reports in the reporting tool fulfilled the design requirements.</li><li>Created test cases for and performed multiple rounds of comprehensive system testing of enterprise reports.</li><li>Led UAT sessions to introduce the enterprise reports to the business, and managed feedback.</li></ul> <div>RMicroStrategySQLExcel</div>
<b>January 2019</b> <b>January 2018</b>  Macalester College Assessment Office  St. Paul, MN	<b>Research Assistant</b> <ul style="list-style-type: none"><li>Utilized statistical analysis and hypothesis testing to support research into whether educational strategies employed were effective.</li><li>Built reports, employing data visualization techniques, summarizing the findings of the research conducted.</li><li>Designed surveys to measure effectiveness of the educational strategies on educational and career outcomes.</li><li>Assisted in preparing and carrying out qualitative research strategies.</li></ul> <div>RExcelAtlas.TiQualtrics</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	●●●○○	HTML / CSS	●●●○○	Excel	●●●●○	Tableau	●●●○○

## Languages

English    Bilingual    Turkish    Bilingual