Celine Unal

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Experience

Technical Business Analyst at Robling • Aug 2023 – Dec 2024• Minneapolis, MN

- Worked on projects implementing omnichannel focused data warehousing and business intelligence platforms, customer analytics, and product lifecycle management analytics solutions for retailers in a SaaS setting.
- Carried out business-facing functions such as requirements gathering across cross-functional teams, facilitating user acceptance testing and guiding stakeholders on retail analytics best practices.
- Performed gap analysis between the proposed solution and legacy systems, legacy SQL queries, complex datasets, data models etc.
- Architected analytics solutions both in terms of business logic and the resulting SQL queries / ETL approach for specific use cases. E.g. determination of retail type (regular vs. promo vs. markdown) at sales line-item level outside the sales audit system, complex rules for inventory replenishment analytics.
- Lead a project to implement a customer analytics solution at a client that has both B2B and DTC retail operations. The solution was able to consistently attribute 99%+ of B2B sales, and 80%+ of DTC sales to the right customer.

Consultant at Logic Information Systems • May 2020 – Dec 2022 • Bloomington, MN

- Staffed as the functional lead on multiple projects implementing omnichannel analytics infrastructure including data warehousing, reporting systems and self-service analytics solutions at multiple retailers.
- Took on business analyst, BI analyst and management consultant duties within projects, wearing many hats as needed.
- Gathered and documented requirements through workshops with cross-functional teams and business leaders including executives, identifying pain-points with existing analytics and reporting solutions.
- Designed and delivered enterprise reports and dashboards for cross-functional teams and executives in Tableau, Looker and MicroStrategy.
- Staffed as the functional lead in a customer data platform implementation, gathered requirements and provided analytics expertise by delivering a report rationalization analysis and building a starter set of dashboards.
- Staffed as a BI engineer in a project that delivered alternatives to last year comparisons in reporting for a retailer client looking to adjust for the impact of the pandemic in their reports.

Associate Consultant at Logic Information Systems • Feb 2019 – May 2020 • Bloomington, MN

- Gathered and documented requirements through workshops with business leaders across all domains for enterprise-wide analytics infrastructure implementations across multiple retail clients.
- Designed dashboards and authored analytics best practices documents that were adopted enterprise wide.

Education

Bachelor of Arts awarded Dec 2018 • Macalester College • Saint Paul, MN

- Majors in Applied Math & Statistics, Economics; minor in Computer Science.

Tech Skills

Very proficient in **SQL**, **Looker**, **R**, **Excel**, **PowerPoint**.

Proficient in **Snowflake**, **Tableau**, **Python**, **MicroStrategy**.