

Celine Unal

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EXPERIENCE

Customer Success Analyst - Technical BA

Aug 2023 – Present

Robling, Inc.

Atlanta, GA

- Serve as the main point of contact for all clients regarding ongoing business requirements and solutioning for new analytics opportunities.
- Lead all business analysis, requirements gathering and quality assurance efforts for both initial implementations at new clients and extensions covering advanced analytics use cases at existing clients.
- Plan and lead User Acceptance Testing for new implementations as well as new features delivered within an agile framework to existing clients.
- Perform technical analysis for extensions to Robling's Data-as-a-Service product, and work with offshore development teams in data model design and ETL implementation at specific clients. E.g. lead the design and implementation of an extension to the DaaS product that achieved 99%+ coverage in customer attribution of sales transactions for a specialty retailer.
- Conduct end user training on Robling's Data-as-a-Service product, industry best practices for retail analytics, reporting and self-service analytics tools such as **Looker**.
- Support sales efforts and client relationship management by preparing and delivering presentations on Robling's DaaS offering and specific use cases/solutions.

Consultant

Dec 2020 – Oct 2022

Logic Information Systems

Bloomington, MN

- Gathered and documented business requirements through workshops for a Customer Data Platform implementation at a luxury fashion retailer. Rationalized and updated a suite of customer analytics reports to follow best-practices and utilize the new CDP. Conducted training on industry best practices in customer analytics to showcase the new CDP using **Tableau**, fostering adoption by the customer analytics team.
- Lead the functional side of enterprise-wide analytics infrastructure implementations across multiple retailer clients. Gathered and documented requirements through workshops with business leaders including executives, established data governance policies, conducted end user training in new systems and analytics best practices, and designed enterprise-level dashboards in **Looker** to jump-start analytics transformations enabled by new infrastructure.
- Built and led a training program covering requirements gathering and documentation, workshop facilitation, as well as other skills required for a cohort of new hires. All participants found billable placements by the end of the program.
- Staffed in several projects across two retailer clients as a Business Intelligence Engineer, lead teams of offshore developers to deliver enterprise-level reports in **MicroStrategy**. The dashboards accounted for the impact of the pandemic to time comparisons, and incorporated extensions to the existing analytics infrastructure to include customer data.

Associate Consultant

Oct 2019 – Dec 2020

Logic Information Systems

Bloomington, MN

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

EDUCATION

Bachelor of Arts

Dec 2018

Macalester College

Saint Paul, MN

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

TECH SKILLS

R ●●●●● **SQL** ●●●●● **Python** ●●●●○ **Tableau** ●●●●○
Looker ●●●●○ **MicroStrategy** ●●●●○ **Excel** ●●●●● **PowerPoint** ●●●●●