

SENER CAN GUNSEL

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EXPERIENCE

Creative Exploration Club Ltd. (CxC) <i>Retail Data & Insights Analyst, Under Armour Flagship (Guangzhou)</i> <i>Retail-innovation consultancy; built UA's first intelligent flagship, launched with CEO Kevin Plank as a testing ground for future retail innovation.</i>	Apr 2025 - May 2026 <i>New York / Shanghai</i>
- Started as the sole operator of the flagship's proprietary intelligent-store platform, handling the software and running the analytics, then trained UA's retail, creative, marketing, and ops teams to run it independently and wrote the handover documentation. - Designed the consumer-journey measurement model on the store's camera, RFID, and POS systems, covering 100+ tracked display regions and 190+ SKUs, so merchandising could see which products and zones were performing instead of estimating. - Authored an eight-dimension KPI framework mapping store signals to the commercial metrics the business ran on (conversion, ATV, sell-through, UPT, gross margin), presented to UA leadership as the roadmap from static reporting to continuous measurement. - After merchandising reset the floor by moving the store's modular fixtures and SKUs, re-mapped the full digital floorset in under 24 hours with minimal downtime, turning floor changes into a repeatable test cycle. - Built a scenario model in Excel that let UA size a chain-wide rollout across store tiers, projecting how per-store cost and cost per square foot fall with volume against break-even benchmarks. - Created and ran the weekly meeting with UA global and APAC leadership, presenting progress and store performance, flagging risks early, and building the project's Notion operating hub for timelines and documentation.	
Vans, a VF Company <i>Product & Merchandising Intern</i>	Apr - Jun 2024 <i>Shanghai, China</i>
- Built Project Web Catcher, a predictive analytics tool (Python, Streamlit, Plotly) scoring how closely core SKUs tracked emerging footwear trends and simulating launch scenarios, giving merchants a sharper read on which products to back. - Supported go-to-market execution and product data integrity in FlexPLM across footwear categories, and delivered consumer insights to APAC leadership informing a Gen Z repositioning strategy.	
MetLife <i>Business Development Intern</i>	Jun - Aug 2022 <i>Chicago, USA</i>
Built automation scripts and reporting dashboards that cut manual reporting effort and improved audit accuracy, and led an intern initiative that lifted digital-engagement KPIs for the Upwise platform.	
Les Benjamins <i>Product Development Intern</i>	Jun - Aug 2020 <i>Istanbul, Türkiye</i>
Drove development of the brand's first fragrance with the founder and creative director, managing formulation, sourcing, and packaging lifecycle in FlexPLM, and localized global campaign materials across Turkish, French, and English for two international launches.	

EDUCATION

New York University, Stern School of Business & NYU Shanghai <i>M.S., Organization Management & Strategy</i>	2023 - 2024
GPA 3.99/4.0, top GPA in program. Merit-Based and Dean's Scholarships. Co-led capstone with Vans APAC using regression models and consumer surveys to shape Gen Z loyalty strategy for Shanghai stores; presented to the region's VP & GM.	
New York University, College of Arts and Sciences <i>B.A., Economics; Minors in Business Studies and French</i>	2019 - 2022
GPA 3.75/4.0, Full-Tuition Scholarship. Completed first year at NYU Paris and earned a B2 Business French diploma.	

SKILLS

Analytics: Advanced Excel (pivot tables, scenario modeling), Power BI, Tableau, SQL, Python, R, forecasting, A/B testing
Retail: Consumer insights, KPI framework design, POS and inventory analysis, assortment and floorset execution, retail math (sell-through, margin, conversion, ATV, UPT)
Systems: FlexPLM, RFID (Zebra), AI vision analytics, Notion, Keynote
Languages: English, Turkish, French (native); Mandarin (HSK 2)
Interests: Collecting and trading sneakers since childhood; state-level tennis in high school, co-captain of the NYU Shanghai tennis team; operate a two-property Airbnb portfolio (Superhost, 4.9 stars)