

# Swapnil Deore

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## EDUCATION

### Master of Science, Information Systems

August 2022 – May 2024

Syracuse University, Syracuse, NY

- Relevant Coursework: Business Intelligence, Data Analysis and Decision Making, Natural Language Processing, Data Visualization

### Bachelor of Engineering, Computer Engineering

June 2016 – June 2020

University of Mumbai, Mumbai, India

- Relevant Coursework: Data Science, Data Mining, Machine Learning, Database Management System, Business Analytics, Python

## TECHNICAL SKILLS

**Programming Languages** Python, R, SQL, NoSQL, HTML, CSS, C

**Packages** Numpy, Pandas, Matplotlib, Seaborn, Ggplot2, Dplyr, Tidyverse, Shiny, Langchain, NLTK, spaCy

**Tools** MySQL, PostgreSQL, MongoDB, Power BI, Tableau, Looker, Gephi, Snowflake, Excel, VBA, Talkwalker

**Other Skills** Git, GenAI, Statistical Analysis, Quantitative Analysis, Hypothesis Testing, A/B Testing

## WORK EXPERIENCE

### Data Science Intern

May 2024 – August 2024

Prompt, New York, NY

- Executed major re-branding initiative for our client Lidl, successfully increasing their visibility in the market and achieving a 30% growth in customer base.
- Improved Lidl supermarket's social profile traffic by 5,000+ users conducting sentiment analysis using Langchain models and NLP.
- Developed 5 dashboards using Talkwalker to keep track of KPI's and visualize key insights for various clients.
- Designed and executed A/B tests using Python and statistical methods to evaluate the effectiveness of new product features and promotional strategies, optimizing customer acquisition and engagement.
- Coordinated with cross-functional teams - Finance and Digital marketing team to integrate market insights with business objectives, streamlining communication of intricate data findings to influence marketing decisions and optimize profitability.

### Data Analyst Intern

May 2023 – August 2023

Syracuse University, Syracuse, NY

- Leveraged data analytics to evaluate campaign reach and impact, refining marketing strategies based on trends in student engagement and improving event attendance by 300+ students.
- Utilized social listening tools to provide event managers with real-time insights on latest trends, helping refine strategies which boosted event awareness by 18%.
- Created customized dashboards and reports using tools Tableau / Power BI to provide senior management with real-time insights into key performance metrics, enabling data-driven decision-making.
- Advised in development of annual budgets and financial forecasts, tracking actual performance against budgets, and delivering insights for cost control.

### Software Engineer

September 2020 – July 2022

Tata Consultancy Services, Mumbai, India

- Collaborated with different teams to optimize SQL database queries, resulting in a 60% reduction in data retrieval times and improved access to critical trading information for analysts.
- Reduced storage costs by approximately \$220,000 while ensuring high-performance access to critical data on National Stock Exchange servers through the implementation of efficient data wrangling and encryption techniques using SQL.
- Conducted in-depth analyses on trading datasets using advanced statistical techniques, including time-series and multivariate analysis, delivering actionable insights that optimized trading efficiency and informed strategic market decisions.
- Increased data integrity and security by developing and enforcing data validation processes, reducing data discrepancies by 28% and enhancing compliance with industry standards.

## LEADERSHIP EXPERIENCE

### Vice President

June 2018 – June 2020

Social Wing, Mumbai, India

- Served as Vice President of an NGO, leading impactful community service campaigns such as fundraising marathons, tree plantations, cleanup drives, and educational programs at orphanages, successfully funding the education of 40 underprivileged children.