

Swapnil Deore

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EXPERIENCE

Syracuse University

Research Assistant, Data Science Team

September 2024 – Present

Syracuse, NY

- Reduced stock-outs by developing **Tableau** dashboard to optimize inventory restocking at the university store.
- Built **PySpark** SQL batches to fetch and analyze alumni data from **Google Cloud Storage**, reducing processing time by 60%.
- Mentored 75+ students in **Data Visualization** coursework, providing guidance on data storytelling and dashboard design.
- Developed **Langchain GPT-4** chat model to evaluate student forums, analyzing sentiments and reviews to drive improvements in events, resulting in better event ratings.

Prompt Marketing Agency

Data Science Intern, Business Intelligence Team

June 2024 – August 2024

New York, NY

- Increased Lidl CEO's LinkedIn profile engagement by over **80,000 users** by conducting conversational analysis on follower interactions using Python and Tableau, delivering data-driven strategies to enhance engagement.
- Created 5 dashboards in **Tableau** for various projects to track KPIs and visualize key insights on product performance, reviews, engagement and marketing campaigns supporting clients to take data-driven decisions.
- Conducted market research for granola bar client using **Talkwalker** to perform competitor analysis and identify consumer preferences, providing insights that shaped the client's entry strategy into the US Gen-Z market.
- Collaborated with digital marketing teams to execute **A/B tests** for ad creatives across digital platforms (Tiktok, Instagram) achieving 30% reduction in cost-per-acquisition (CPA) while maintaining campaign performance.

Tata Consultancy Services

Business Intelligence Engineer, National Stock Exchange Analytics Team

September 2020 – July 2022

Mumbai, India

- Managed 100 million daily trading transactions using **FIX protocol** to process data for settlements across National Stock Exchange servers to ensure data integrity and secure transactions.
- Monitored and fine-tuned **ETL** pipelines to handle peak trading volumes, ensuring 99% up-time during high-market-activity.
- Leveraged **PostgreSQL** to process and analyze 10 terabytes of real-time trading data daily, significantly cutting manual scripting effort and reducing reporting time to managers.
- Produced **30+ ad hoc reports** for various teams at National Stock Exchange using tools like Tableau and Excel.

EDUCATION

Syracuse University

Master of Science, Data Science

August 2022 – May 2024

Syracuse, NY

University of Mumbai

Bachelor of Engineering, Computer Engineering

June 2016 – June 2020

Mumbai, India

TECHNICAL SKILLS

Languages: Python, SQL, NoSQL, HTML, CSS

Databases: PostgreSQL, MySQL, SQLite, Databricks, Snowflake, AWS Glue, Redshift, Athena, Google BigQuery

Packages: Numpy, Pandas, Matplotlib, Seaborn, Langchain, Airflow, Kafka, Spark, NLP, Prefect

Tools: VS Code, Tableau, Power BI, GIS, Git, Docker, Jupyter Lab

PUBLICATION

EDP Sciences: Published research paper on data mining algorithms, focusing on the efficiency of the Top-K algorithm for supermarket sales, demonstrating its superiority in scalability and resource optimization compared to the UP-Growth algorithm. ([Link to the paper](#))

LEADERSHIP

Social Wing (NGO)

Vice President

June 2018 – June 2020

Mumbai, India

- Led as Vice-President for an NGO called Social Wing and organized different activities associated with Community Service Programs and funded the education of 40 underprivileged children through these events.

CERTIFICATIONS

- Certificate of Advanced Study in Data Science - Syracuse University
- Certified Excel Specialist - Microsoft
- Advanced Data Analytics – Google
- Tableau Specialist