

Swapnil Deore

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SUMMARY

Data Engineering and Analytics professional with **3+ years of experience** in building scalable data pipelines, ETL processes, data modeling, tracking KPIs and designing data-driven solutions. Proficient in Python, SQL, Azure Databricks, PySpark, Tableau, AWS, Snowflake, Power BI and Dbt with strong focus on optimizing data workflows and enabling business intelligence solutions.

EXPERIENCE

Syracuse University

September 2024 – Present

Data Analyst

Syracuse, NY

- Engineered ETL pipelines in **Azure Databricks** using **PySpark** to process 10 million alumni records from Azure Data Lake into **Snowflake**, reducing data processing speed by 60% and enabling real-time insights for career networking opportunities.
- Created **Dbt models** to transform raw alumni data into a clean, scalable **OLAP star schema**, making it easier to build faster materialized views/tables for Tableau dashboard that support alumni engagement and networking initiatives for university students.
- Developed **Tableau KPI dashboards** connected to the campus store's data warehouse to monitor sales trends and restocking cycles, enabling data-driven inventory strategies that reduced excess stock and generated over \$50K in annual savings.
- Evaluated **effectiveness** of student advising programs by analyzing appointment data, survey responses, feedback and academic outcomes; findings were used to redesign the advising model, increasing **student satisfaction** scores by 25%.
- Conducted **A/B testing** on product pricing, analyzing sales data to identify the most effective approaches, resulting in 10% increase in sales and more efficient inventory management at Syracuse University campus store.

Prompt Marketing Agency

May 2024 – August 2024

Data Science Intern

New York, NY

- Led conversational analysis of follower interactions on Lidl CEO's LinkedIn profile using **SQL and ML (Langchain) models**; uncovered top-performing content themes and trending topics, leading to 80,000+ increase in profile engagement.
- Conducted data analysis efforts using **Salesforce CRM** systems to explore market trends, customer behavior, and audience segmentation, contributing insights that helped my client Cetaphil increase annual consulting bookings by approximately 4%.
- Built KPI dashboards in **Power BI** using **DAX** and calculated columns to centralize metrics across email, social, and paid campaigns reducing manual reporting time by 70% and enabling managers to reallocate budget mid quarter driving 12% increase in ROI.
- Analyzed over 70K marketing interaction records using Python libraries (**NumPy, Pandas, Matplotlib**), performing exploratory data analysis (**EDA**) surfaced high-performing segments and enabled 15% increase in ad engagement rates.
- Collaborated with cross-functional teams utilizing **Jira** and **Confluence** to gather requirements and create Business and Functional Requirement Documents (**BRDs/FRDs**), driving delivery of data-driven solutions in agile sprints for marketing.

Tata Consultancy Services

September 2020 – July 2022

System Engineer

Mumbai, India

- Performed User Acceptance Testing (**UAT**) for Financial Information Exchange (FIX) API data pipelines, configuring message sessions, troubleshooting latency and network issues for clearing corporations and broker firms at the National Stock Exchange.
- Managed **100 million** daily trading transactions, ensuring **data integrity** and security across FIX applications on servers.
- Created and maintained comprehensive **data lineage** and metadata documentation to support regulatory audits, ensuring full transparency in **data transformations**, and meeting **compliance requirements** for accurate financial reporting and audits.
- Devised robust checksum-based **data validation** mechanism like MD5/SHA-256 in **ETL pipelines** for broker and clearing firm trades, ensuring end-to-end data integrity and 100% accuracy, leading to reduced manual reconciliation efforts by 70%.
- Developed **data governance** policies at NSE to ensure alignment with data protection regulations, while utilizing **VBA, Lookup functions** and **Pivot Tables** to automate reporting processes and enhance the accuracy and reliability of regulatory data outputs.

EDUCATION

Syracuse University

August 2022 – May 2024

Master of Science, Information Systems

Syracuse, NY

University of Mumbai

June 2016 – June 2020

Bachelor of Engineering, Computer Engineering

Mumbai, India

TECHNICAL SKILLS

Programming & Analytics: Python, SQL, R, C++, HTML/CSS, NumPy, Pandas, Matplotlib, Seaborn, PySpark, NLP, PyTorch, TensorFlow, Jupyter Notebook, PyCharm, Visual Studio, Data Wrangling, Data Mining, Visualization, Statistical Modeling, EDA, A/B Testing

Data Engineering: Airflow, Kafka, Hadoop, Spark, Informatica, Dbt, Kubernetes, EMR, AWS Glue, Azure Data Factory

BI Tools & Methodologies : Tableau, Power BI, Looker, Qlik, Alteryx, GIS, Gitlab, Docker, SDLC, Agile/Scrum, Waterfall

Databases & Cloud: Databricks, Snowflake, AWS Redshift, PostgreSQL, MySQL, Google BigQuery, CRM, SAP, AWS (S3, IAM, Glue), GCP, Azure, ERP systems, Salesforce CRM, MongoDB, SAS, SSRS, SSIS, Fivetran, Matillion