

Swapnil Deore

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EDUCATION

Master of Science, Information Systems

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 2020

University of Mumbai, Mumbai, India

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

- Analyzed **over 2,000 Talkwalker queries** for social listening to identify latest trends for different target audience.
- Improved **ALDI's social profile traffic by 5,000+** users implementing sentiment analysis using NLP, Pandas and Langchain.
- Applied advanced statistical techniques, including **time-series analysis and multivariate analysis** to identify consumer behavior trends and predict market shifts, driving optimized campaign strategies and maximizing engagement.
- Developed **5 dashboards using Talkwalker** to keep track of KPI's and visualize key insights for various clients.
- Utilized social listening tools to provide clients with real-time insights on brand sentiment and competitor analysis, **helping refine strategies which boosted brand awareness by 18%**.

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**.
- Designed and conducted post-campaign surveys, gathering insights on student perceptions that guided future campaign improvements and **increased satisfaction rates by 12%**.
- Created and maintained dashboards in Power BI to monitor campaign performance and student engagement trends.
- Led A/B testing on promotional content for social media, revealing the formats that generated the highest engagement, **resulting in a 20% boost in likes and shares**.

Software Engineer

September 2020 – July 2022

Tata Consultancy Services, Mumbai, India

- Optimized **transaction latency to 0-10 ms** by configuring servers for National Stock Exchange ensuring uninterrupted operations.
- Collaborated with IT teams to optimize database queries, **resulting in a 50% 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 warehouses on National Stock Exchange servers through the implementation of efficient data wrangling and encryption techniques using SQL.
- Collaborated with customer experience team to leverage consumer behavior insights, **enhancing product analytics and user experience** for trading platforms at National Stock Exchange.

PROJECTS

Data Science Jobs Dashboard - [Project Link](#)

August 2023 – December 2023

- Developed a Tableau dashboard **analyzing the Fall 2023 data science job market** by web scraping LinkedIn postings using Python.
- Revealed that 65% of available jobs are full-time, with a **peak in postings during October** month.

Predicting Energy Consumption in North and South Carolina - [Project Link](#)

January 2023 – July 2023

- Engineered machine learning predictive models (**XGBoost with 94% accuracy**) to predict energy consumption patterns in North and South Carolina, aiding sustainable energy use during peak summer periods.
- Created an interactive dashboard to visualize key insights using **R (Ggplot2, Tidyverse, Shiny)**.