

# 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.
- Mentored 75+ students in **Data Visualization** coursework, providing guidance on data storytelling and dashboard design.
- Created **Dbt models** to transform raw data into structured, business-ready datasets, improving reporting efficiency by 90%.
- Built high-performance **PySpark** SQL batches to extract and analyze alumni data from Snowflake, reducing processing time by 60% and enabling faster decision-making using **Tableau**.
- 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.
- Maintained **Data marts** in Snowflake using dbt, enabling different business teams to take data driven decisions.

### Tata Consultancy Services

Data 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 trading data logs 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 to present insights.
- Optimized **Google BigQuery** performance through clustering, partitioning, and warehouse tuning, lowering compute costs by 35% without sacrificing query speed for trading data analytics.

## 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, Dbt, Redshift, Google BigQuery

**Packages:** Numpy, Pandas, Matplotlib, Seaborn, Langchain, Airflow, Kafka, PySpark, 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](#))

## CERTIFICATIONS

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