Swapnil Deore

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EXPERIENCE

Syracuse University   **September 2024 – Present**
Research Assistant, Data Science Team   *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   **June 2024 – August 2024**
Data Science Intern, Business Intelligence Team   *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   **September 2020 – July 2022**
Data Engineer, National Stock Exchange Analytics Team   *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.

EDUCATION

Syracuse University   **August 2022 – May 2024**
Master of Science, Data Science   *Syracuse, NY*

University of Mumbai   **June 2016 – June 2020**
Bachelor of Engineering, Computer Engineering   *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)   **June 2018 – June 2020**
Vice President   *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