

Swapnil Deore

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SUMMARY

Data Engineering and Analytics professional with **3+ years of experience** in ETL processes and data modeling. Proficient in Python, SQL, PySpark (Databricks), Tableau, Snowflake, Power BI, Dbt and Azure with strong focus in building scalable data pipelines.

EXPERIENCE

Data Analyst

September 2024 – Present

Syracuse University

- 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 scalable OLAP star schema, making it easier to build materialized views/Tables for Tableau dashboards that support alumni engagement and networking initiatives for university students.
- Developed **Tableau** KPI dashboards integrated with campus store's data warehouse to analyze quarterly sales trends and restocking cycles, driving data-driven inventory strategies that resulted in \$180K+ annual profit by restocking trending items.
- Automated **ad-hoc reporting** with optimized SQL scripts, saving 32 hours/week, streamlining reporting processes, enabling more efficient data insights, enhancing decision-making and achieving significant reduction in manual workload across teams.
- 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.

Data Science Intern

May 2024 – August 2024

Prompt Marketing Agency

- Led conversational analysis of follower interactions on Lidl CEO's LinkedIn profile using **SQL**, **Talkwalker** and **Langchain** (ML) 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 25%.
- Built KPIs 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.

Data Engineer

September 2020 – July 2022

Tata Consultancy Services

- 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 accuracy and reliability of regulatory data outputs.

EDUCATION

Master of Science, Information Systems

August 2022 – May 2024

Syracuse University

Bachelor of Engineering, Computer Engineering

June 2016 – June 2020

University of Mumbai

TECHNICAL SKILLS

Programming Languages:	Python, SQL, SAS, NumPy, Pandas, Matplotlib, Seaborn
Data Engineering:	Hadoop, Spark, Informatica, Dbt, Snowflake, Fivetran
Databases:	PostgreSQL, MySQL, CRM, SAP, ERP, MongoDB, SSRS, SPSS
Cloud:	Azure (Blob Storage, ADLS, Data Factory, Databricks, Synapse), AWS (S3, Redshift, Glue, Athena, EMR)
BI Tools:	Tableau, Power BI, Looker, Qlik, Alteryx
Methodologies:	SDLC, Agile/Scrum, Waterfall