

JULIAN SWART

DATA PROFESSIONAL

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TECHNICAL SKILLS

Python
SQL
AWS
R
Databricks
Spark
Streamlit
Shiny
ETL
Data Exploration
Data Validation
Machine Learning
Excel
Tableau

EDUCATION

M.S. Business Analytics

University of Tennessee
Knoxville, TN
2016 - 2017

Business Foundations Certificate

UNC - Wilmington
Wilmington, NC
2014 - 2015

B.S. Textile Technology

North Carolina State University
Raleigh, NC
2008 - 2013

PROJECTS

Web Scraping and Analysis

🔗 julianswart.com/blog/bigrock_part1/

Data Engineering

🔗 julianswart.com/blog/jj_furniture_part1/

PERSONAL SUMMARY

Versatile data professional with 7 years of experience in data science, engineering, and business intelligence. Skilled in delivering complex solutions, fostering collaboration, and converting business needs into tech solutions with clear communication and resourcefulness.

EXPERIENCE

Analytics Engineer III

📅 Dec 2023 – Present

Pilot Company

📍 Remote

Connect Analytics Team

- **Engineered a deal approval app** with Streamlit, automating the review and approval process for sales upper management on fleet deals. Integrated email notifications and SQL updates based on user actions, improving workflow and visibility.
- **Built a comprehensive R Shiny app** for the loyalty team, unifying Tableau and Excel reports into a multi-tab interface. Led development from coding to deployment, enhancing visuals and user experience.
- **Developed a data pipeline** in Databricks with Python, combining data from multiple sources to give the sales team their first view of fleet deal lifecycles in a Streamlit app.

Data Scientist

📅 October 2022 – October 2023

Associate Data Scientist

📅 January 2020 – October 2022

Vans

📍 Remote

Guest Lifecycle Management Team

- **Developed a CLV model** using the Pareto/NBD technique with Python's lifetimes package, improving segmentation and cost of acquisition analysis. Europe Vans adopted this for consumer analysis.
- **Established an A/B testing framework** for the marketing team, now their standard for evaluating email campaigns, including points and discount strategies.
- **Led SQL adoption project**, transitioning data from Alteryx to AWS SQL stored procedures, which cut processing time from days to 1 hour while also improving Tableau report load times and data accessibility for the CLM team.
- **Automated Excel report** with a Python solution using SciPy optimization, providing monthly business health overviews to the VP of Global Analytics and VF Board, enhancing decision-making.
- **Validated new datasets** from the data lake, ensuring reliability of key business data, including a 7-billion-row email dataset and 500 million rows of loyalty data.
- **Regularly presented analysis findings to executives**, drawing insights from extensive EDA on loyalty guest data, which influenced key strategic decisions.

Data Strategist

📅 January 2018 – January 2020

BI Intern

📅 May 2017 – July 2017

Pilot Company

📍 Knoxville, TN

Loyalty & Mobile App Analytics within BI Department

- **Performed A/B testing of loyalty incentives** across 700+ fueling locations, delivering daily results via custom dashboards. The outcomes drove strategies to boost in-store purchases and fuel stops.
- **Designed and developed 10+ Tableau dashboards** for the Pilot loyalty team. Worked with data engineers to create SQL tables, ensuring quality and optimal performance for a program serving over 10 million members with \$1B in annual revenue.
- **Conducted in-depth EDA on guest data** and regularly presented actionable insights to executives, driving data-informed strategic initiatives.