JULIAN SWART

DATA PROFESSIONAL

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📍 Wilmington, NC

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🔗 www.julianswart.com

TECHNICAL SKILLS

Python
SQL
AWS
R
Databricks
Pyspark
Streamlit
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 6 years of experience in delivering high-quality data science, data engineering, and business intelligence solutions. Creates value by performing complex data tasks and fostering a collaborative atmosphere. Strengths include quick learning, clear communication, resourcefulness, and successfully converting business needs into technology solutions.

EXPERIENCE

Analytics Engineer III   📅 *Dec 2023 – Present*

Pilot Company   📍 *Remote*

Connect Analytics Team

- Responsible for building custom Streamlit web apps for business users based off the outputs of data science models. Area of focus is price optimization for Electric Vehicle charging stations and trucking fleet deals.

Data Scientist   📅 *October 2022 – October 2023*
Associate Data Scientist   📅 *January 2020 – October 2022*

Vans   📍 *Remote*

Consumer Lifecycle Management Team

- Developed CLV model using the Pareto/NBD technique with Python's lifetimes package, which significantly contributed to segmentation and a better understanding of the required cost of acquisition. Additionally, Europe Vans incorporated this approach for consumer analysis.
- Established an A/B testing experimentation framework adopted by the marketing team as their standard for assessing the effectiveness of email campaign strategies, including points and discount offerings.
- Led code development and managed a team of two professionals in a project that marked the initial adoption of SQL. This transition involved moving data processing from Alteryx workflows to SQL stored procedures in AWS, reducing runtime from days to just 1 hour, while also decreasing Tableau Server report load times, improving data accessibility, and enhancing analytical capabilities for the CLM team.
- Engineered the conversion of a high-visibility Excel report to an automated Python solution which used a SciPy optimization with a statistical binomial distribution model for unidentified consumer transaction estimation. This report gave an overview of Vans business health, with monthly results given to the VP of Global Analytics and the VF Board of Directors, enhancing data-driven decision-making.
- Solely conducted data validation for new raw data lake datasets, ensuring the reliability of critical business data, including a 7-billion-row email dataset, 30+ million consumer records, 500 million rows of loyalty engagement data, and transaction data with a yearly revenue of 1 billion.

Data Strategist   📅 *January 2018 – January 2020*
BI Intern   📅 *May 2017 – July 2017*

Pilot Company   📍 *Knoxville, TN*

Loyalty & Mobile App Analytics within BI Department

- Perfomed A/B testing of loyalty incentives within Pilot's network of 700+ fueling locations, offering stakeholders daily results through custom dashboards. The outcomes influenced strategies to increase in-store purchases and fueling stops by drivers.
- Designed and developed 10+ production Tableau dashboards for the Pilot loyalty team. Collaborated closely with data engineers and loyalty stakeholders to create SQL tables, conducted thorough quality assurance on the new tables, and ensured data was structured for optimal dashboard performance. This was for a program with over 10 million members and an