JULIAN SWART

DATA PROFESSIONAL

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📍 Wilmington, NC

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🔗 www.julianswart.com

TECHNICAL SKILLS

- Python
- R
- SQL
- AWS
- 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 building robust systems, fostering collaboration, and translating business needs into actionable technical solutions. Comfortable operating in ambiguity and require minimal oversight to drive results. Strengths include clear communication and resourcefulness.

EXPERIENCE

Analytics Engineer III
📅 *Dec 2023 – Present*
Pilot Company
📍 *Remote*
Connect Analytics Team

- **Engineered Streamlit app** to automate fleet deal approvals, integrating email notifications and SQL table updates based off user actions with a scalable architecture for seamless deal management and tracking.
- **Developed an R Shiny app** for the Loyalty team, consolidating scattered reports into a seamless multi-tab interface for program diagnostics. Utilized ggplot for data visualization and led the process from coding to production with a focus on visual clarity and user engagement.
- **Built a data pipeline** using Python in Databricks, combining data from diverse sources to deliver the Sales team their first-ever fleet deal lifecycle view.

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** involving the transition of logic and code from Alteryx workflows to AWS SQL stored procedures, reducing 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.