JULIAN SWART

ANALYTICS ENGINEER
(L5) – MEMBER PRODUCT

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🔗 www.julianswart.com

TECHNICAL SKILLS

Python
SQL
AWS
R
ETL
Data Integration
Data Exploration
Data Validation
Machine Learning
Command Line
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

Data Scientist — *October 2022 – October 2023*
Associate Data Scientist — *January 2020 – October 2022*
Vans — 📍 *Remote*
Consumer Lifecycle Management Team

- 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, and leading to decreased Tableau Server report load times, improved data accessibility, and enhanced analytical capabilities for CLM team.
- Solely conducted meticulous data validation and quality assurance 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.
- Consistently collaborated with the data engineering team to identify and rectify any data issues, guaranteeing that the team's specific data requirements were met.
- Engineered the transition 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 solution gave an overview of Vans business health, with the results given to the VP of Global Analytics and the VF Board of Directors each month, enhancing data-driven decision-making.
- 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.
- Delivered 30+ deep-dive analyses relating to consumer behavior and regularly presented the results to various departments. These analyses uncovered valuable insights which guided important decisions.

Data Strategist — *January 2018 – January 2020*
BI Intern — *May 2017 – July 2017*
The Pilot Company — 📍 *Knoxville, TN*
Loyalty & Mobile App Analytics within BI Department

- 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 annual revenue of over 1 billion dollars.
- Performed 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.
- Regularly presented findings of analysis to high-level executives, effectively communicating complex insights that helped shape strategy.