**Dheeraj Chand**

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## PROFESSIONAL SUMMARY

Marketing analytics professional with 15+ years building systems that matter. Discovered systematic demographic coding errors affecting 50M voters, developed geospatial ML algorithms improving classification accuracy from 23% to 64%. Expert in campaign optimization and audience segmentation.

## CORE COMPETENCIES

Programming and Development • Machine Learning & AI • Data Infrastructure

## PROFESSIONAL EXPERIENCE

### Partner - Siege Analytics (Austin, TX) | 2005 - Present

Data Science & Political Analytics

• Discovered systematic race coding errors affecting **50M** voters, developed geospatial machine learning algorithms improving demographic classification accuracy from **23%** to **64%**

• Built redistricting platform used by thousands of analysts nationwide with real-time collaborative editing and Census integration

• Utilized advanced sampling methods to decrease survey margin of error from **±4.2%** to **±2.1%**, increasing voter turnout prediction accuracy from **71%** to **87%**, and ensuring survey results more closely reflected true population attitudes

• Trigonometric algorithm for boundary estimation reduced mapping costs by **73.5%**, saving campaigns and organizations **$4.7M** and enabling smaller nonprofits to conduct analysis

• Built real-time FEC analysis systems using Python, Pandas and PySpark to detect likely fraud, money laundering and financial crimes across billions of records daily, performing time series analysis on trillions of records in the political spending sub-economy valued over **$2** trillion

### Data Products Manager - Helm/Murmuration (Austin, TX) | 2021 - 2023

Democratic Electoral Technology

• Led design and implementation of enterprise-scale multi-tenant data warehouse for geo-referenced demographic, econometric, and electoral data

• Managed engineering team of 11 professionals while setting technical direction for data architecture

• Modernized legacy ETL processes by implementing dbt and PySpark workflows, reducing processing time by **57%**

### Analytics Supervisor - GSD&M (Austin, TX) | 2018 - 2019

Advertising Analytics

• Restructured the Decision Sciences Department to scale capabilities from small-scale data analysis to comprehensive big data operations

• Implemented spatial analysis and consumer segmentation methodologies that revealed new insights about existing customers

• Advanced Statistical and ML techniques for segmentation and behavioral clustering

### Senior Analyst - Myers Research (Austin, TX) | 2012 - 2014

Political Research & Analysis

• Designed comprehensive survey instruments for specialized voting segments and niche markets

• Developed sophisticated analytical products and reports that delivered actionable insights to clients

• Co-developed a web application to manage all aspects of survey operations, from instrument design to data collection and analysis

### Research Director - PCCC (Washington, DC) | August 2011 - August 2012

Political Research & Data Analysis (FLEEM System)

• Conceived, architected, and engineered FLEEM web application using Twilio API handling tens of thousands of simultaneous phone calls using emulated predictive dialer for regulated political surveys

• Developed IVR polling system for early quantitative research supporting Senators Martin Heinrich and Elizabeth Warren

• Built comprehensive tabular and graphical reporting system with Python, GeoDjango, PostGIS, and Apache webserver

## KEY PROJECTS

### FLEEM Political Polling System

Web application using Twilio API for regulated political surveys, handling tens of thousands of simultaneous calls with predictive dialer functionality

Technologies: Twilio API, Python, Django, PostgreSQL, JavaScript, Apache

Impact: Saved PAC $840,000 annually in polling costs while significantly improving data collection efficiency

### Geospatial Demographic Classification System

Machine learning platform for demographic analysis that discovered systematic coding errors and improved classification accuracy from 23% to 64%

Technologies: Python, Scikit-learn, PostGIS, GeoPandas, TensorFlow, AWS

Impact: Corrected demographic data affecting 50M voters nationwide, improved electoral prediction accuracy by 22%

### National Redistricting Platform

Cloud-based GeoDjango platform for redistricting analysis with real-time collaborative editing and Census integration, used by thousands of analysts nationwide during 2021 redistricting cycle

Technologies: GeoDjango, PostGIS, AWS, Docker, React, Python, Redis

Impact: Reduced mapping costs by 73.5%, saving organizations $4.7M in operational expenses. Served 12,847 analysts across 89 organizations.

## KEY ACHIEVEMENTS AND IMPACT

### Impact

• Revenue generation: Delivered **$4.9M** additional revenue through optimization

• **23%** conversion rate improvement

• Executive authority: Briefed Presidents, Congressmen, Senators, Governors on election integrity, voter sentiment and postmortem analysis

• Platform impact: Built redistricting system serving **12,847** analysts across 89 organizations

## TECHNICAL SKILLS

PROGRAMMING AND DEVELOPMENT Python; R; SQL/PostGIS; JavaScript; Java; Other Technologies

MACHINE LEARNING & AI ML Frameworks; Geospatial ML; Techniques; Validation

DATA INFRASTRUCTURE Processing; Pipelines; Storage; Streaming