**Dheeraj Chand**

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## PROFESSIONAL SUMMARY

Senior Data Analysis & Visualization Professional with 15+ years of expertise in statistical analysis, machine learning, and transforming complex data into compelling visual narratives. Expert in advanced statistical modeling, predictive analytics, and data visualization with proven track record designing comprehensive data analysis solutions, managing cross-functional teams, and translating complex data into actionable intelligence. Deep specialization in fraud detection, entity resolution, pattern analysis, and geospatial visualization with experience serving major brands, organizations, and political candidates.

## CORE COMPETENCIES

Statistical Analysis & Machine Learning • Data Visualization & Design • Big Data & Data Engineering

## PROFESSIONAL EXPERIENCE

### PARTNER - Siege Analytics, Washington, DC | 2005 – Present

Advanced Data Analysis and Statistical Modeling

• Developed and deployed custom analytical tools and algorithms using Python, Pandas, NumPy, and Scikit-learn for fraud detection and spatial clustering

• Developed parametric spatial clustering algorithms for voter analysis, resulting in 88% improved targeting efficacy

• Developed meta-analytical techniques to resolve ambiguous dimensions, resulting in discovery of 170% more viable targets

• Created fraud detection systems for campaign finance data analysis across multi-terabyte datasets

• Created comprehensive data visualization solutions that improved clients' understanding of complex research findings

• Built interactive data exploration capabilities and comprehensive reporting solutions

• Built multi-tenant data infrastructure supporting concurrent access from diverse client organizations

• Led multi-million dollar research projects involving sensitive consumer data, ensuring compliance with privacy regulations

### DATA PRODUCTS MANAGER - Helm/Murmuration, Washington, DC | June 2021 – May 2023

Big Data Analytics and Machine Learning

• Conceived and developed framework using Python, Pandas, and PostgreSQL to clean, validate, and normalize government data from Census, BLS, and NCES

• Built multi-tenant data warehouse and data lake using Snowflake, dbt, and AWS for longitudinal analysis across attitudinal, behavioral, demographic, economic and geographical dimensions

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

• Developed advanced data pipelines for machine learning applications that enhanced consumer segmentation and predictive modeling capabilities

• Trained analytical and engineering staff on open source geospatial technology (QGIS, GRASS, OSGeo) for analysis, segmentation, and visualization

• Trained staff in advanced data visualization techniques using Seaborn, Matplotlib, and Tableau to improve client reporting

• Managed teams of seven to eleven engineers, designers, analysts, and external stakeholders using Agile methodologies and modern DevOps practices

### ANALYTICS SUPERVISOR - GSD&M, Austin, TX | November 2019 – June 2020

Data Science and Business Intelligence

• Transformed the small data team into a big data engineering team, going from working on small datasets on laptops to using Hadoop Clusters and Hive on AWS

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

• Introduced version control and Agile methodologies to the data team, improving project delivery timelines by 40%

• Managed three analysts, mentoring them in advanced market research techniques and data analysis with focus on visualization

• Rewrote the mission and offerings of the department and drafted a plan for how it would integrate with the rest of the strategy team

• Managed accounts for United States Air Force, Southwest Airlines/Chase and Indeed with comprehensive visual reporting

### SOFTWARE ENGINEER - Mautinoa Technologies, Washington, DC | August 2016 – February 2018

Data Science and Econometric Modeling

• Developed SimCrisis, a GeoDjango web application using Python, PostgreSQL/PostGIS, and NetLogo for multi-agent modeling and econometric simulations of crisis economies

• Built modular application using Python, Django, and GRASS accepting rules extensions for ethnic strife, different crisis types, supply failures, and disaster scenarios

• Conceived and built application using Python, Pandas, and Jupyter to predict how crisis economies respond to different humanitarian interventions

• Liaised with officers from International Federation of Red Cross, UNICEF, and Chaos Communications Congress to improve platform using Docker and Ubuntu

• Applied agent-based modeling, statistical analysis and machine learning systems for humanitarian impact assessment

• Developed data models and processing pipelines for sensitive humanitarian data

### SOFTWARE ENGINEER - Salsa Labs, Inc., Washington, DC | January 2011 – August 2011

Geospatial Visualization and Mapping

• Maintained and extended the entire geospatial analysis and reporting tools for a CRM written in Java, JavaScript and MySQL

• Developed custom tile server for WMS (Web Map Service) for geospatial data visualization

• Built web applications for voter engagement and campaign management with interactive mapping capabilities

• Integrated third-party APIs and data sources for campaign tools with visual representation

• Collaborated with political strategists to translate requirements into technical solutions with focus on visual communication

• Developed geospatial visualization tools using GeoTools, OpenLayers, and TileMill

### SENIOR ANALYST - Myers Research, Washington, DC | August 2012 – February 2014

Statistical Analysis and Research Methodology

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

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

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

• Introduced geospatial techniques to enhance market segmentation capabilities, providing clients with location-based consumer insights

• Standardized reporting methodologies to improve clarity and impact of research findings through visual communication

• Created data visualization tools for research presentations using advanced mapping and statistical visualization techniques

### PROGRAMMER - Lake Research Partners, Washington, DC | April 2008 – December 2008

Data Analysis and Statistical Computing

• Worked on all aspects of questionnaire design, sampling, reporting and analysis for political actors in Congressional, Senate and Presidential elections

• Built the first collaborative and multi-actor contributed poll of polls used by the Democratic Party and affiliated actors

• Pioneered the integration of advanced mapping techniques into standard reports, including choropleths and hexagonal grid maps

• Developed innovative approaches to visualizing demographic and market data, enhancing clients' understanding of research findings

• Conducted statistical modeling and analysis to address multifaceted consumer behavior questions with visual outputs

• Created data visualization tools for research presentations using Tableau, PowerBI, and custom web-based dashboards

• Trained staff on building Python tooling for report generation and analysis

## TECHNICAL SKILLS

STATISTICAL ANALYSIS & MACHINE LEARNING Advanced Statistical Modeling; Predictive Analytics; Data Mining; Machine Learning; Statistical Computing; A/B Testing; Meta-analytical Techniques

DATA VISUALIZATION & DESIGN Interactive Dashboards; Statistical Visualization; Geospatial Mapping; Choropleth Design; Web Visualization; Presentation Design; Data Storytelling

BIG DATA & DATA ENGINEERING Big Data Processing; Data Warehousing; Cloud Platforms; Databases; Data Governance; Streaming Data; Data Pipeline Optimization

15+ years of experience in statistical analysis, machine learning, and data visualizationExpert in transforming complex data into compelling visual narratives and actionable insightsProficient in advanced mapping techniques, choropleth design, and geospatial visualizationStrong background in fraud detection, entity resolution, and pattern analysis across multi-terabyte datasetsExtensive experience with interactive dashboards, custom web applications, and data storytelling