**Dheeraj Chand**

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## PROFESSIONAL SUMMARY

Creative Data Visualization & Geospatial Analysis Professional with 15+ years of expertise in transforming complex data into compelling visual narratives. Expert in geospatial analysis, demographic mapping, and interactive data visualization with proven success creating stunning visualizations that drive decision-making. Deep specialization in mapping technologies, choropleth design, and spatial data visualization with experience serving major brands, organizations, and political candidates.

## CORE COMPETENCIES

Data Visualization & Design • Geospatial Analysis & Mapping • Technical Visualization

## PROFESSIONAL EXPERIENCE

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

Data Visualization and Geospatial Analysis

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

• Built interactive data exploration capabilities and comprehensive reporting solutions

• Designed and implemented advanced segmentation models using demographic, psychographic, and behavioral data with visual representation

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

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

Visualization and Geospatial Analysis

• 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

• Built multi-tenant data warehouse and data lake using Snowflake, dbt, and AWS for longitudinal analysis with comprehensive visualization

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

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

Data Visualization and Client Reporting

• 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

• Transformed the small data team into a big data engineering team with emphasis on visual reporting and dashboard development

### 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

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

## KEY ACHIEVEMENTS AND IMPACT

### Visualization Innovation & Design

• 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

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

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

### Geospatial Analysis & Mapping

• Developed custom tile server for WMS and maintained geospatial analysis and reporting tools for CRM systems

• Introduced mapping and geospatial analysis into standard reporting procedures, enhancing the value of research deliverables

• Built interactive data exploration capabilities and comprehensive reporting solutions

• Applied advanced geospatial techniques including ArcGIS, Quantum GIS, GRASS, and OSGeo for data visualization

### Data Storytelling & Communication

• Built the first collaborative and multi-actor contributed poll of polls with comprehensive visual reporting

• Developed RACSO platform for pollsters with advanced visualization and reporting capabilities

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

• Led multi-million dollar research projects with focus on visual communication of insights and findings

## TECHNICAL SKILLS

DATA VISUALIZATION & DESIGN Interactive Dashboards; Statistical Visualization; Geospatial Mapping; Choropleth Design

GEOSPATIAL ANALYSIS & MAPPING Spatial Analysis; Mapping Technologies; Web Mapping; Spatial Data Processing

TECHNICAL VISUALIZATION Programming; Database Integration; Web Technologies; Statistical Computing

For a more detailed, full description of my experience, please visit my LinkedIn and Personal Site.