

# Bryan C. Johns

Data Storyteller & Analyst  
*Fluent in Data. Fluent in Human.*

*I help mission-driven teams turn messy data into clear, usable insight — especially when the audience isn't technical.*

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## Selected Case Studies

### **Classified: At-Risk** — Employee Attrition Prediction

[github.com/johbry17/Salifort-Employee-Churn-ml](https://github.com/johbry17/Salifort-Employee-Churn-ml)

Python • scikit-learn • XGBoost • SHAP

*Problem:* HR teams lacked early warning signals for employee turnover

*Approach:* Recall-focused ML pipeline using Python and XGBoost, with SHAP explainability

*Outcome:* 96.7% accuracy, 94% recall; identified high-risk groups by tenure, workload, satisfaction

*Why it matters:* Enabled proactive, human-centered retention strategies

### **Capital Crashpad** — DC Airbnb Market Dashboard

[github.com/johbry17/DC-AirBnB-Data](https://github.com/johbry17/DC-AirBnB-Data)

Python • PostgreSQL • Plotly • Flask • Leaflet

*Problem:* Policymakers and hosts lacked clarity on pricing, occupancy, and regulation impacts

*Approach:* SQL-driven backend with interactive geospatial visualization

*Outcome:* Clear, map-based exploration of trends across DC neighborhoods

*Why it matters:* Made complex market dynamics legible to non-technical audiences

### **Cyclistic Analytics** — Bike Share User Behavior

[github.com/johbry17/Cyclistic-Analytics](https://github.com/johbry17/Cyclistic-Analytics)

R • Tidyverse • R Markdown

*Problem:* Membership strategy unclear across rider types

*Approach:* R-based analysis of 5.8M rides; behavioral and geographic segmentation

*Outcome:* Identified weekend vs commuter patterns and e-bike adoption trends

*Why it matters:* Informed targeted marketing and membership decisions

## What I Do

What I help with

- Making sense of messy, real-world datasets
- Turning analysis into decisions people actually understand
- Bridging technical work and human context

Where I fit best

- Nonprofits & NGOs
- Mission-driven organizations
- Research, policy, or data journalism teams
- Small or interdisciplinary teams without dedicated data staff

## How I Work

My working style

- Curious, structured, and audience-aware
- Strong communicator across technical and non-technical teams
- Comfortable navigating ambiguity and messy inputs

Background that informs my work

- Global development & environmental policy
- Hospitality & people-facing leadership
- Systems thinking and context awareness

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## Let's Connect

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