

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.

Selected Case Studies

Classified: At-Risk — Employee Attrition Prediction

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

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

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

Let's Connect

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Open to contract and full-time opportunities