Cheryl Braus

New York, NY
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EXPERIENCE

Data Visualization Freelancer

Jul 2021 – present

- Create easy-to-understand visuals programmatically based on client needs. Deliverables include static visuals, interactive visuals, and interactive online dashboards with user inputs.
- Built interactive applications with visuals for a financial advising firm to accelerate internal market research. Reduced researchers' workload by several hours per week.

System2, Data Scientist

Jul 2020 – Jul 2021

- Built interactive streamlit applications for clients in the financial and retail industries. Applications included interactive Plotly visualizations customized to client needs.
- Led data science effort for an online jewelry retail client. Created an interactive dashboard to track internal business metrics and identify marketing opportunities by pulling data from a SQL database.
- Analyzed customer purchasing behavior by aggregating sales records from multiple data sources, including Shopify.
- Advised other data scientists when creating data visualizations for clients.

New York Police Department, Manager - Data Analytics

Jun 2015 – Aug 2020

- Led data science operations for the Police Commissioner's Office.
- Provided analytics that helped determine NYPD policies and public statements.
- Used machine learning techniques to identify predictive factors in forecasting future violent crime.
- Determined the implications of new marijuana legislation and enforcement protocols for the Mayor's marijuana task force. Analysis enabled the NYPD to make decisions within a 30 day deadline.
- Analyzed the effects of bail reform on crime levels, and the potential relationship between bail reforms and increases in crime rates. Results used by the Police Commissioner.
- Created detailed reports of robbery and domestic violence crime patterns using geolocation, crime report, and criminal record data. Findings increased deployment and outreach efficiency.
- Identified city schools requiring more crossing guards using geolocation data, accident data, and population data in Python. Analysis used to increase student safety.
- Analyzed license plate and phone record data to assist the Detective Bureau in citywide homicide investigations. Sped up the examination of this data from months to days.
- Projects presented to NYPD executives, including the Police Commissioner, as LaTeX reports or PowerPoint presentations with data visualizations. Results often used at press conferences.

Columbia University, MPA Program, Introductory Python Instructor

Oct 2018 - Dec 2018

- Created and led four three-hour classes for Columbia University MPA students learning python.

1010Data, Senior Data Analyst

Jun 2012 - Jun 2015

- Lead analyst for all gaming clients. Programmatically evaluated player data and initiated new strategies for micro-targeted marketing campaigns to increase casino revenue.
- Built a suite of queries and interactive reports for retail clients to gain business insights and monetize their proprietary data. Queries included product affinity and predicted buying behavior.
- Trained 1010data clients on the system and wrote documentation explaining system functionality.
- Created company-wide usage reports to analyze client activity on the system. Reports led to cost reduction and greater efficiency in data center operations, and an improved user experience.

Berdon LLP, Senior Forensic Accounting Analyst

Jul 2007 - May 2012

- Conducted criminal financial investigations by analyzing documents to identify inconsistencies in bookkeeping and evidence of accounting fraud or malpractice.
- Wrote and edited expert reports in cases where Berdon LLP served as a technical expert.

SKILLS

Python · Data Visualization (Plotly, Matplotlib, Seaborn) · SQL · PyCharm · GitHub · Streamlit · HTML · CSS · LaTeX · DbVisualizer · Domino Data Lab · Machine Learning (Scikit Learn) · Excel · Word · PowerPoint · ArcGIS · 1010Data

Data Visualization

Problem-solving and analytics

Written and presentational communication

Ability to explain complex technical concepts to non-technical professionals

Teamwork

Time management

EDUCATION

Cornell University
2003 - 2007
B.A. Government

University of St. Andrews, Online
2014 - 2015
Certificate in Terrorism Studies

University of Michigan, Coursera
2020
Specialization in Applied Data Science in Python (Courses include Machine Learning, Text Mining)

Udemy, Online
2021
Interactive Python Dashboards with Plotly and Dash

PERSONAL INTERESTS

Volunteer at Best Friends NY, Singer, Runner