



Briana Cervantes

Professional Experience

Truveris | Data Analyst II, Data Analyst I

Oct. 2022 - Present

- Identified a critical improvement that accounts for 1 of 3 core pillars of our ETL processes, implemented and tested in collaboration with technical and business partners.
- Inform business strategies for clients representing over \$9 million of revenue by defining KPIs, identifying trends and anomalies, and presenting actionable insights to non-technical clients
- Increase team capacity by implementing automation, maintaining query library, and mentorship of 6 analysts, including training on proprietary data platforms
- Maintain documentation and SOPs to ensure consistency and understanding of workflows for a team of 20+

Guilford County Emergency Services | Practicum

Jan. – Jun. 2022

- Developed predictive models in R and maintained a code base to enable other public entities to reproduce our results and develop their own tools
- Leveraged critical thinking to investigate and triage data, people, and objective challenges to propose use case relevant solutions
- Constructed robust ETLs to automate analysis and visualization in a javascript based web dashboard, equipping the department with a hands on tool for operational decision making

National Park Service - Jean Lafitte NHP&P | Park Ranger

2019 – 2021

- Delivered 80+ ranger talks on New Orleans history to connect visitors to the Park's Mission
- Collaboratively wrote, shot, edited [an interpretive video on the landmark case of Plessy V. Ferguson](#)

Education

Master of Urban Spatial Analytics, University of Pennsylvania | May 2022

Geospatial statistics, Machine Learning, Data Visualization, Data Mining, Mapping

B.S. Environmental Studies, Suffolk University | May 2016

Government, policy analysis, political science, statistics, biology, data collection

Skills

Data Science: Python, R, SQL, Excel, Tableau, Remote sensing, Raster processing

Communication: Public speaking, Storytelling, Mentoring, Facilitating, Client management

Information Visualization: Illustrator, Indesign, Confluence, Jira, Notion