David Horn Engineer and Statistician. I like building things around data.

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I lead the social analytics and application development teams for Disney Interactive Labs, helping The Walt Disney Company find new ways to leverage social platforms. Now I'm looking for new problems to solve in the bay area.

Topics I'm exploring

Novel uses of HTML5 and WebGL
How to efficiently run development teams
Standardization of social media metrics around engagement, consumption, and delivery
How collecting and visualizing our personal information can improve our lives

Communities I'm involved in

BarCamp

I'm a regular speaker at BarCamps in Southern California on a wide range of topics like statistics, data mining, development, and how to plan road trips.

Ignite San Diego

I've given two lightning talks on statistics-related concepts.

preDevCamp

I co-organized a webOS development day for San Diego mobile developers the weekend the webOS SDK was released. The aim was to introduce the SDK, excite devs to work on webOS, and connect the San Diego webOS community.

Quantified Self

I'm involved in trying to solve and evangelize problems around personal tracking from data entry to analysis. This resulted so far in one side project and one Washington Post interview.

What I've used lately to solve problems

Technology

Python
SAS
R
Tableau
HTML5/Javascript
~~PHP~~

Frameworks & Platforms

Django
jQuery/Backbone.js
MySQL & PostgreSQL
MongoDB
HDFS
OAuth
OpenID

Processes & Tools

Git
~~SVN~~
Agile SCRUM
Lean
~~Waterfall~~

What I'm Learning

The Hadoop Stack
UXD Principles
WebGL

Some of the projects I've worked on

Lotso

Internal App

Query Sharing

Python   **Django**   **MySQL/PostgreSQL**   **Agile SCRUM**

Lotso is a project spun off from the Voltron tool stack to make it easier for analysts who know how to work with SQL to share their queries with analysts. In addition, analysts can write SQL queries that allow for values such as date ranges or text to be replaced on the fly by the user running the query, making queries more flexible and reusable.

Various RESTful APIs and export features made this an ideal tool for front end developers to make quick web-based dashboards as well as Excel jockies who need to refresh their spreadsheets once a day.

Finding Nemo

http://bit.ly/S9JN41

Experiments with HTML5 Video

PHP   **HTML5 Video**   **MySQL**   **Agile SCRUM**

The Finding Nemo Scavenger Hunt Facebook application was a promotional event for Finding Nemo 3D. Guests can see Finding Nemo characters occassionally float across the porthole and follow clues to find web pages that link back to hidden URLs within the app to unlock characters. Nemo uses HTML5 video for the porthole in supported browsers, falling back to flash when necessary.

Voltron

Internal App

Analytics and data-mining platform

Python   **Tableau**   **Django**   **MongoDB**   **MySQL/PostgreSQL**   **Agile SCRUM**

Voltron is a collection of tools designed to support a large-scale analytics pipeline consisting of data collection, metadata management, storage, ETL, and analysis. Since the customers of an analytics suite tend to have disparate needs and technical backgrounds, there are various mechanisms in place to support them: AJAX/JSONP, SQL, and Python. Since its release, it has taken a life of its own, supporting web-based dashboard projects, Tableau reports, and Excel-driven reporting.

Engage Rank

http://engagerank.com

Social media profile analyzer

Python   **R**   **Django**   **OAuth**   **MySQL**

Engage Rank is a metric that developed as the result of researching the possibility of approximating Page Rank for a set of nodes using only localized information about the graph. This is a useful metric for social networks, where edge data changes rapidly and knowing the whole graph in real time is very difficult.

I Did Stuff

http://ididstuff.com

Personal goal tracker

Python   **Django**   **CouchDB**

I Did Stuff is a productivity tracking tool with an emphasis on tracking progress on goals that do not have definitions for completion, such as "eat healthy" or "exercise." Its flexible data model made it great for most types of data tracking, and the API made it easy to perform data entry using various methods. The application also includes simple visualization and the ability to export data.

Rangle

No URL

Platform for status management

Python   **Django**   **MySQL**

Rangle is a contact and status management platform. My contribution to this mobile-focused project was to develop the JSON-based API and data model in python/django. This project eventually pivoted into the successful Burner.

CWBI

Internal App

Web-based CRM

C#   **VB.NET**   **MS SQL**   **Waterfall**

CWBI is a web-based CRM, designed to meet the need of a medium-sized technical services team given the constraints of the organization. This was written before cloud-based approaches such as SalesForce.com were considered viable.

Companies I've worked for

Disney Disney Interactive Labs

Sr. Manager, Analytics & Applications
Jun 2009 - Sep 2009; Jun 2010 - Present

Disney Interactive Labs is a lean team within The Walt Disney Company that handles application building, data mining, and analysis projects with an emphasis on social media and experimentation with new technologies. Labs supports all social media platforms including Facebook, Twitter, Google+, Foursquare, Pinterest, GetGlue, and YouTube.

I manage a team of six engineers and analysts. I also act as a liason to other business units within Disney to help them better understand social media performance metrics. I occassionally give talks and represent Disney at conferences, such as at the Disney Analytics & Optimization Summit.

Yahoo! Membership Platform Team

Technical Intern
Jun 2008 - Sep 2008

I spent the summer of 2008 interning for Yahoo's membership team, which oversees all of Yahoo!'s efforts related to identity and authorization. At the time, Yahoo! was embracing open standards such as OpenID and OAuth. I developed tools to audit their new platform that ensured they adhered to specifications.

In addition, I spent spare time working with their location platform, Fire Eagle. I created their widget for the Yahoo! Mobile project. This won an intern competition for "Most Useful Widget."

Total Tech

Software Architect
Jun 2006 - Jun 2007

I contracted with Total Tech to produce an application to handle deployment of software distributed environment that catered to small, distributed businesses. I designed and implemented a client-server architecture that gave a business administrator the ability to install and uninstall Total Tech-licensed software from a web interface.

Websense Enterprise Applications Group

Programmer/Analyst
Jun 2002 - Jul 2005

Focusing on internal tools, I built several applications to increase efficiency throughout the company. Mainly servicing the technical services department, I conceived, designed, and implemented a replacement to their ticketing system: CWBI. This system emphasized usability and low maintenance. This solution was in place for five years until SaaS CRM offerings matured.

Education

California Polytechnic University B.S. in Statistics

Class of 2010

Favorite Topics

SAS
Graph Theory
Visualization

Research Project

I explored various projects and methods of applying statistical methods on social media datasets.