

EDD WEBSTER

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PERSONAL PROFILE

A forward-thinking, hardworking, and solution-orientated individual, with 5 years professional experience delivering innovative solutions and actionable insights for a number of best-in-class organisations. Analytically-minded with a strong technical background of: data science and machine learning techniques; Python and SQL programming; visualisation through tools including Tableau and Power BI; and working with big data and cloud platforms such as the GCP and Microsoft Azure. Skilled at creative problem solving, communicating ideas, and working collaboratively in fast-paced environments, to facilitate data-driven decisions. Working as a Data Scientist with the LEGO Group, delivering quality, evidence-based analysis using data. For more information, please see my website (eddwebster.com), GitHub profile (github.com/eddwebster/football_analytics), Tableau Public profile (public.tableau.com/profile/edd.webster), Football Data Science portfolio attached on the following pages of this CV and also available on Google Slides (docs.google.com/presentation/d/1EQ4meB5Y2TGuln3K31Odkvol-8QIPW2MhZE8UEhZ38c), and article by the Training Ground Guru with my thoughts and experience regarding Data Science, Football Analytics, and the work I am now doing with the LEGO Group (trainingground.guru/articles/edd-webster-from-man-city-to-lego).

EDUCATION

Uppsala University, Sweden (Remote)

August 2022 – October 2022

Mathematical Modelling of Football (freestanding module) – currently participating in this programme

Queen Mary University of London

September 2012 – June 2016

MSci (Hons) Chemistry; Upper Second-Class Honours

KEY EXPERIENCE

Data Scientist – the LEGO Group, London, UK

April 2022 – Present

- As a Data Scientist with the LEGO group my role is to enable the company to realise the potential of its data through evidence-based analysis. Specifically in my role within the Marketing Effectiveness division of the Data Science team, I apply data science techniques to diagnose performance factors (including media spend) across market and theme, to optimise the group's actions based on the results.
- Conducting project-based and ad-hoc analysis upon request for stakeholders, translating findings into novel and actionable insights through bespoke, visual storytelling and effective deck-building. Such analysis was often involved the deployment, productionisation and maintenance of ML models.

Football Data Science Consultant – Analytics FC

May 2022 – Present

- Working in a freelance capacity alongside my employment with the LEGO Group, to continue to apply my knowledge of data science in football.
- Projects that I have contributed to include an analytical piece of strength of the Belgian 2nd division as well as a data-driven report of set pieces for a shortlist of coaches for two clubs (Sparta Prague and Orlando Pirates), as part of Analytics FC's Coach ID service. This analytical report subsequently led to Orlando Pirates hiring their current manager, José Riveiro (see: twitter.com/orlandopirates/status/1540610465402863616). Currently working to create an Expected Player Transfer Value (xPTV) model to better estimate the value of players through a data-driven approach.

Data & Insights Analyst – City Football Group, Manchester, UK

April 2020 – October 2021

- Gained extensive, practical experience of the Python ecosystem and working with big data in a cutting-edge cloud environment via Databricks and Microsoft Azure. Key projects included a data-driven analysis of for a planned expansion of the Etihad Stadium.
- Worked in a multi-disciplinary team of data scientists and engineers, to develop, quality assess, and govern CFG's data infrastructure, requiring well-tested, productionised code via Azure DevOps. Maintained pipelines via Azure Data Factory in partnership with Project Managers and IT.

SKILLS

Technical: **Programming languages** – *Highly proficient:* Python (and key libraries: PySpark, pandas, NumPy, matplotlib, Plotly, scikit-learn, SciPy, XGBoost, CatBoost, BeautifulSoup, record-linkage), SQL, Git, HTML. *Working proficiency:* R (and key libraries including the tidyverse - dplyr, ggplot2, tidyr, readr, purrr, tibble). **Data visualisation and spreadsheets** – Tableau, Microsoft Power BI, Google Data Studio, Microsoft Excel and PowerPoint. **Big data, cloud service, data pipeline management tools** – Databricks, Spark, Azure Data Factory and DevOps, GCP, MySQL, SQL Server.

Languages: English (written & verbal fluency), Spanish (written & verbal intermediate level).

Other skills: Well-developed analytical and quantitative skills, with an aptitude for structural and creative problem solving; experienced across all aspects of the data analytics spectrum including data mining, cleansing, storing, modelling, and visualisation; a humble team player with extensive experience working collaboratively to achieve a common goal; well-suited and experienced when working in a fast-paced environments; and self-motivated, with a growth mindset to learn new skills and technologies.

ADDITIONAL EXPERIENCE AND WORK HISTORY

Senior Data Manager – West Ham United Football Club, London, UK

October 2021 – April 2022

Lead Data Analyst – Peru Hop, part of LATAM Tourism Holdings, Lima, Peru

July 2018 – August 2019

Business Analyst – Future Energy Solutions Lighting, London, UK

August 2017 – May 2018

Team Leader – International Service ICS, Tamale, Ghana

January 2017 – July 2017

HOBBIES AND INTERESTS

In my free time, I improve my data science skills by reviewing the latest literature and working on football analytics projects, with subjects of interest including: model building i.e. building Expected Goals (xG) or Expected Transfer Value (xTV) models; determining player's playing styles and character similarity through dimensionality reduction and clustering; working with tracking data including the creation of pitch control models; the application of action value frameworks to event data such including xT, and VAEP; creating reporting tools using Tableau. Outside of work, I enjoy travelling, spending twelve months in 2018-2019 living and working in Peru to improve my Spanish. I enjoy playing football and regularly play five/seven-a-side.