EDD WEBSTER

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PERSONAL PROFILE

A forward-thinking, data-driven and solution-oriented football data scientist, with over 5 years professional experience delivering actionable insights for a number of best-in-class organisations in both first team football and commercial industries. Analytically minded, with a strong technical background of applied data science and analysis, Python, R and SQL programming, data translation through visualisation tools, and working with cloud platforms. Skilled at creative problem solving, communicating ideas, delivering actionable solutions, training statistical models, and working collaboratively in fast-paced environments, to facilitate data-driven decisions. Working as a data professional in the football industry in the capacity of Senior Data Scientist with Ludonautics, delivering quality, evidence-based analysis through 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), and Football Data Analytics Portfolio (docs.google.com/presentation/d/1sWb5UDDp_3klAdLF0E30HTOo0ZKNcK2KPPHAfmsclF8). I have also shared my insights regarding Data Science and Football Analytics in an article featured by Training Ground Guru (trainingground.guru/articles/edd-webster-from-man-city-to-lego).

EDUCATION

Queen Mary University of London   *September 2012 – June 2016*
MSci (Hons) Chemistry; Upper Second-Class Honours

KEY EXPERIENCE

Senior Data Scientist – Ludonautics, Remote, UK   *July 2024 – Present*
- Working directly with football clubs to develop models and tools for analysing and forecasting on-field performance.
- Performing bespoke and detailed data analysis and research at the request of client clubs, regarding their squad needs and recruitment strategy.
- Productionising new models and analysis alongside the data engineering team.

Lead Data Scientist, Men's First Team – Leicester City Football Club, Seagrave, UK   *April 2023 – July 2024*
- Played a leading role to deliver the strategy of a club-wide approach to providing data-driven insights for performance analysis, player recruitment, sports science, and medical aspects of the club's operation. Worked across all aspects of the data spectrum including data mining, cleansing, storing, modelling, visualisation, translation, and strategy.
- Delivered and translated complex analytical concepts clearly and concisely to football practitioners and stakeholders, including the Men's First Team Manager, Director of Football, Coaching Staff, Performance Analysts, and Scouts. Responsible for fostering a data-led culture across the club and further enhancing the processes of key stakeholders through the applied use of data.
- Provided insights focused on player and team performance through pre-match and post-match reporting using event, tracking, and broadcast-tracking data; created self-serve, football intelligence reporting tools using Tableau; developed and implemented a bespoke player rating system for scouting and recruitment, tailored to the club's game model; maintained and developed a cloud-based database *via* AWS, Postgres, and Airflow.

Data Scientist, Marketing Effectiveness – the LEGO Group, London, UK   *April 2022 – April 2023*
- Worked within the Marketing Effectiveness team to enable the company to realise the potential of its marketing strategy and decision making through evidence-based, data analysis.
- Conducted in-depth data analysis through statistical and machine learning models, to derive insights for optimising the group's marketing activities.
- Translated findings of modelling into insights through visual storytelling, effective deck-building, and concise communication.

SKILLS

Technical:	**Programming languages –** Python (and key libraries: PySpark, pandas, NumPy, matplotlib, Plotly, scikit-learn, SciPy, XGBoost, CatBoost, BeautifulSoup, SHAP, record-linkage, Streamlit, MLFlow), R (and key libraries including the tidyverse and R-Shiny), SQL, Markdown, Git.
	Data visualisation and communication – Tableau, Microsoft Power BI, Microsoft PowerPoint, Keynote.
	Big data, cloud service, and data pipeline management tools – Databricks, Spark, AWS (S3, EC2, Lambda, RDS, Redshift, Athena, Glue), Azure (Data Factory and DevOps), GCP, MySQL, Postgres, Apache Airflow.
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 when presenting analytical insights to senior stakeholders, requiring excellent communication and the ability to extract important narratives from data; knowledgeable and experienced in designing and training statistical models, with an understanding of core statistical modelling techniques such as regression, classification, and clustering; excellent time management skills, comfortable working in fast-paced and pressurised environments; and self-motivated, with a growth mindset to learn new skills, technologies, and analytics principles.
Passion:	A deep curiosity and interest for sports, data science, and sports analytics. A supporter of Derby County football club for 20+ years.

ADDITIONAL EXPERIENCE AND WORK HISTORY

Football Data Science Consultant – Analytics FC, Remote	*May 2022 – April 2023*
Senior Data Manager – West Ham United Football Club, London, UK	*October 2021 – April 2022*
Data & Insights Analyst, Manchester, UK	*April 2020 – October 2021*
Lead Data Analyst – Peru Hop, part of LATAM Tourism Holdings, Lima, Peru	*July 2018 – April 2020*
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 contributing to open source football analytics projects (github.com/eddwebster/football_analytics). Outside of work, I enjoy travelling, spending eighteen months in 2018-2020 living and working in Peru to learn Spanish. I enjoy playing football and regularly play five/seven-a-side.