James LeDoux

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EXPERIENCE

BuzzFeed   New York, NY
Data Scientist – Ads   *May 2018 – Present*
- Data Lead for BuzzFeed's AdTech team
- Machine learning, statistical analysis, experiment design, and forecasting

Google   Mountain View, CA
Solutions Consultant – AdX, Exchange Bidding   *June 2016 (Intern) – May 2018 (Full-Time)*
- Analyzed realtime bidding performance to optimize DSP and Exchange performance in advertising auctions
- Analyzed product support operations, identifying areas for training and process improvement in global support sites
- Maintained ETL tool for auction data using Python and SQL, providing data access to a team of 40 support agents

Major League Baseball (MLB)   New York, NY
Data Scientist Intern – Advanced Media   *June – August 2017*
- Fit and evaluated lead scoring logistic regression models in SAS, using sales, media, and demographic data to identify 50 - 85% of active leads within first 30% of sales calls
- Trained churn prediction model for MLB.TV streaming product, achieving 15% increase in AUC score using an ensemble of gradient boosted trees, a random forest, and LASSO logistic regression trained in Python
- Prototyped and tested ticket buyer LTV modeling procedure, aggregating data in SQL and modeling in SAS
- Modeled umpire, player, and stadium effects on strike zone shifts using mixed effects logistic regression models in R
- Automated daily Statcast anomaly detection reporting using SQL and R, saving 2.5 hours per week

Boston College   Chestnut Hill, MA
Research Assistant – Department of Economics   *September 2015 – May 2016*
- Fit and evaluated time series models for analysis of 27% spike in divorce rate using STATA and R
- Built and managed documentation for dataset of U.S. female property rights classifications from 1950 – 2010

PROJECTS

- **Pybaseball**: A Python package for baseball data analysis; 13,000+ installs to date
- **Gutenberg Recommender System**: A content-based recommender system for books built using Python, Spark, MLlib, and AWS Elastic MapReduce

PUBLICATIONS

- **Hartshorne, Joshua, Lauren Skorb, Sven Dietz [and 17 others including James LeDoux]** "The Meta-Science of Adult Statistical Word Segmentation: Part 1". Collabra: Psychology 5(1):1, 2019.
- **LeDoux, James, and Christopher Maxwell.** "Crime Generators, Deterrents, and Attractors in Micro-Places". BA, 2017. http://hdl.handle.net/2345/bc-ir:107437.

SKILLS

- **Languages**: Python, R, SQL, SAS, STATA, HTML, CSS
- **Data Science Tools**: Scikit-Learn, Keras, XGBoost, TensorFlow, Pandas, NumPy, ggplot2, dplyr, BigQuery, and more
- **Methods**: Modern and classical approaches to supervised and unsupervised learning, econometrics, forecasting, significance testing, and experiment design

EDUCATION

Boston College   Chestnut Hill, MA
BA in Economics; Concentrations in Statistics and Computer Science; Magna Cum Laude
- **Awards**: Giffuni Prize for Best Thesis in Economics, Cheney Economics Scholarship, Dean's Scholarship