

Ford Higgins

Contact Information	+1 925 336 7529 higgins.ford@gmail.com San Francisco, CA 94108	linkedin.com/in/wfordh github.com/wfordh
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Work Experience	Scoop Technologies <i>Data Analyst</i>	San Francisco, CA January 2019 – November 2020
	<ul style="list-style-type: none">Improved the monthly reporting process from a manual task to a semi-automated one with Python scripts, the Google Drive API, and Airflow.Collaborated with most teams at Scoop on projects such as creating Periscope dashboards using SQL, modeling user value for Finance, pulling targeting email lists for Marketing, and launching Diversity, Equity, and Inclusion initiatives.Worked with Product, Design, and Engineering on new features by defining KPIs, creating analytics events, and analyzing post-launch performance.Developed a custom geo-visualization to help the Sales team with a Python script using the Google Maps API, transit data, and Uber's Kepler.gl.	

	Bracket Voodoo/Lot 10 Sports <i>Data Science Intern</i>	San Francisco, CA October 2017 – October 2018
	<ul style="list-style-type: none">Created a new football metric measuring field control, with analysis from the 2017 NCAA season using Pandas, Plotly, and Seaborn.Improved the predictive accuracy of NCAA basketball statistical systems to 75% using a hierarchical Bayesian regression model with Pandas and SciKit-Learn.Classified NCAA football teams as part of a project creating a 'football genome' using Pandas, Matplotlib, and PostgreSQL.	

	NBA <i>Game Reviewer</i>	Secaucus, NJ September 2016 – June 2017
	<ul style="list-style-type: none">Reviewed and evaluated referee performance in NBA games, including the NBA Playoffs, based on the quality and correctness of their calls and non-calls.	

	Dallas Mavericks <i>Analytics Intern</i>	Dallas, TX October 2015 – June 2016
	<ul style="list-style-type: none">Tracked proprietary stats to supplement standard NBA statistics.	

Education	University of San Francisco , San Francisco, CA <i>MS, Data Science</i>	July 2017 – June 2018
	Davidson College , Davidson, NC <i>BS, Mathematics</i>	August 2010 – May 2014

Coursework, Languages, and Tools	Coursework <ul style="list-style-type: none">Machine Learning. Design of Experiments. Statistics. Distributed Computing. Regression Analysis. Linear Algebra. Data Visualization. Languages <ul style="list-style-type: none">Python (Pandas, NumPy, scikit-learn), R (Tidyverse, ggplot2), SQL (PostgreSQL, Redshift), Git Tools <ul style="list-style-type: none">Periscope, AWS, Github, Airflow, Google Maps and Drive APIs, Kepler.gl, Jupyter Notebooks, Excel
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Leadership

Eagle Scout

May 2010