Ford Higgins

Contact Information

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Work Experience

Scoop Technologies — San Francisco, CA
Data Analyst — January 2019 – November 2020

- 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 — San Francisco, CA
Data Science Intern — October 2017 – October 2018

- 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 — Secaucus, NJ
Game Reviewer — September 2016 – June 2017

- 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 — Dallas, TX
Analytics Intern — October 2015 – June 2016

- Tracked proprietary stats to supplement standard NBA statistics.

Education

University of San Francisco, San Francisco, CA
MS, Data Science — July 2017 – June 2018

Davidson College, Davidson, NC
BS, Mathematics — August 2010 – May 2014

Projects

Parking Availability in San Francisco — March 2018

- Predicted parking availability using public data from sensors and parking meters in addition to a proprietary dataset.
- Employed gradient boosting models (LightGBM, XGBoost, and CatBoost) and random forest classifiers to fit the data before optimizing the hyperparameters.

Prediction of Canadian Bankruptcy Rates — December 2017

- Forecasted Canadian bankruptcy rates using financial time-series data using SARIMAX, VAR, and Holt-Winters methods.

Coursework, Languages, and Tools

Coursework

- Machine Learning. Design of Experiments. Statistics. Distributed Computing. Regression Analysis. Linear Algebra. Data Visualization.

Languages

- Python (Pandas, NumPy, scikit-learn), R (Tidyverse, ggplot2), SQL (PostgreSQL, Redshift), Git

Tools

- Periscope, AWS, Github, Airflow, Google Maps and Drive APIs, Kepler.gl, Jupyter Notebooks, Excel

Leadership

Eagle Scout May 2010