Ford Higgins

Contact Information	+1 925 336 7529 higgins.ford@gmail.com San Francisco, CA 94108	linkedin.com/in/wfordh github.com/wfordh

Languages Python (Pandas, NumPy, scikit-learn, Seaborn, command line scripts), SQL (PostgreSQL, Redshift), R (Tidyverse, ggplot2), Git, zsh

Tools Periscope, Github, Airflow, Google Maps and Drive APIs, Kepler.gl, Jupyter Notebooks, AWS (EC2, S3), Excel, JIRA, Airtable

Work Experience

Scoop Technologies   San Francisco, CA
Data Analyst   January 2019 – November 2020
- Improved the monthly reporting process by decreasing time spent by 80% with Python scripts, the Google Drive API, and Airflow.
- Helped the Sales team increase conversion rate with a custom geo-visualization Python script using the Google Maps API, transit data, and Uber's Kepler.gl.
- Collaborated with diverse stakeholders on projects such as creating Periscope dashboards, modeling user lifetime 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.

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.

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

PyBaseball: Developed functions for pulling data from StatCast leaderboards
Her Hoop Stats: Writing back end code for additional statistics and features for the website
D3 Hoop Stats
- Creating a website for Division 3 men's basketball statistics
- Implementing full stack JS solution using Sportsdataverse, Postgres, and Gatsby

Leadership Eagle Scout   May 2010