

Ford Higgins

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Languages and Tools	Languages <ul style="list-style-type: none">• Python (Pandas, NumPy, scikit-learn), SQL (PostgreSQL, Redshift), R, 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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Work Experience	Scoop Technologies San Francisco, CA <i>Data Analyst</i> January 2019 – November 2020 <ul style="list-style-type: none">• 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.
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	Bracket Voodoo/Lot 10 Sports San Francisco, CA <i>Data Science Intern</i> 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.
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	NBA Secaucus, NJ <i>Game Reviewer</i> 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.
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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
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Projects	Parking Availability in San Francisco March 2018 <ul style="list-style-type: none">• Predicted parking availability using public data from sensors and parking meters in addition to a proprietary dataset.
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- Employed gradient boosting models (LightGBM, XGBoost, and CatBoost) and random forest classifiers to fit the data before optimizing the hyperparameters.

Leadership

Eagle Scout

May 2010