

# Ford Higgins

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<b>Contact Information</b>	+1 925 336 7529 higgins.ford@gmail.com San Francisco, CA 94108	linkedin.com/in/wfordh github.com/wfordh
<b>Languages</b>	Python (Pandas, NumPy, scikit-learn, Seaborn, command line scripts), SQL (PostgreSQL, Redshift), R (Tidyverse, ggplot2), Git, zsh	
<b>Tools</b>	Periscope, Github, Airflow, Google Maps and Drive APIs, Kepler.gl, Jupyter Notebooks, AWS (EC2, S3), Excel, JIRA, Airtable	
<b>Work Experience</b>	<b>Scoop Technologies</b> <i>Data Analyst</i>	San Francisco, CA January 2019 – November 2020 <ul style="list-style-type: none"><li>Improved the monthly reporting process by decreasing time spent by 80% with Python scripts, the Google Drive API, and Airflow.</li><li>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.</li><li>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.</li><li>Worked with Product, Design, and Engineering on new features by defining KPIs, creating analytics events, and analyzing post-launch performance.</li></ul>
	<b>Bracket Voodoo/Lot 10 Sports</b> <i>Data Science Intern</i>	San Francisco, CA October 2017 – October 2018 <ul style="list-style-type: none"><li>Created a new football metric measuring field control, with analysis from the 2017 NCAA season using Pandas, Plotly, and Seaborn.</li><li>Improved the predictive accuracy of NCAA basketball statistical systems to 75% using a hierarchical Bayesian regression model with Pandas and scikit-learn.</li><li>Classified NCAA football teams as part of a project creating a 'football genome' using Pandas, Matplotlib, and PostgreSQL.</li></ul>
	<b>NBA</b> <i>Game Reviewer</i>	Secaucus, NJ September 2016 – June 2017 <ul style="list-style-type: none"><li>Reviewed and evaluated referee performance in NBA games, including the NBA Playoffs, based on the quality and correctness of their calls and non-calls.</li></ul>
<b>Education</b>	<b>University of San Francisco</b> , San Francisco, CA <i>MS, Data Science</i>	July 2017 – June 2018
	<b>Davidson College</b> , Davidson, NC <i>BS, Mathematics</i>	August 2010 – May 2014
<b>Projects</b>	<b>Parking Availability in San Francisco</b>	March 2018 <ul style="list-style-type: none"><li>Predicted parking availability using public data from sensors and parking meters in addition to a proprietary dataset.</li><li>Employed gradient boosting models (LightGBM, XGBoost, and CatBoost) and random forest classifiers to fit the data before optimizing the hyperparameters.</li></ul>
<b>Leadership</b>	Eagle Scout	May 2010