

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, MySQL), 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 <i>Data Analyst</i>	San Francisco, CA 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.
	Bracket Voodoo/Lot 10 Sports <i>Data Scientist</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.
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
Projects	Her Hoop Stats: <ul style="list-style-type: none">Writing back end code for additional features on herhoopstats.com D3 Hoop Stats <ul style="list-style-type: none">Creating a website for Division 3 men's basketball statisticsImplementing full stack JS solution using Sportsdataverse, Postgres, and Gatsby	
Leadership	Eagle Scout	May 2010