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 taking less than 20% of the time 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

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.

Coursework, Languages, and Tools

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