

# Ford Higgins

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San Francisco, CA 94108

**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** 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**

**Her Hoop Stats:**

- Writing back end code for additional features on [herhoopstats.com](https://herhoopstats.com)

**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