

# 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>Work Experience</b>	<b>Scoop Technologies</b> <i>Data Analyst</i> • 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.	San Francisco, CA January 2019 – November 2020
	<b>Bracket Voodoo/Lot 10 Sports</b> <i>Data Science Intern</i> • 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.	San Francisco, CA October 2017 – October 2018
	<b>NBA</b> <i>Game Reviewer</i> • Reviewed and evaluated referee performance in NBA games, including the NBA Playoffs, based on the quality and correctness of their calls and non-calls.	Secaucus, NJ September 2016 – June 2017
<b>Education</b>	<b>University of San Francisco</b> , San Francisco, CA <i>MS, Data Science</i> <b>Davidson College</b> , Davidson, NC <i>BS, Mathematics</i>	July 2017 – June 2018 August 2010 – May 2014
<b>Projects</b>	<b>Parking Availability in San Francisco</b> • 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.	March 2018
<b>Languages and Tools</b>	<b>Languages</b> • Python (Pandas, NumPy, scikit-learn), SQL (PostgreSQL, Redshift), R, Git <b>Tools</b> • Periscope, AWS, Github, Airflow, Google Maps and Drive APIs, Kepler.gl, Jupyter Notebooks, Excel	
<b>Leadership</b>	Eagle Scout	May 2010