# Ford Higgins


**Contact Information**

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**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 templated SQL queries, 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 with Redshift, 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 Scientist* 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 (Pandas, MySQL) for new features on herhoopstats.com

**D3 Hoop Stats**

- Creating a website for Division 3 men's basketball statistics
- Using full stack JS solution with Sportsdataverse, PostgreSQL, and Gatsby

**Leadership**

Eagle Scout May 2010