

Ford Higgins

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Work Experience	Scoop Technologies <i>Data Analyst</i>	San Francisco, CA January 2019 – November 2020
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- 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 <i>Data Science Intern</i>	San Francisco, CA October 2017 – October 2018
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- 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
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- 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	Parking Availability in San Francisco	March 2018
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- 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	Coursework <ul style="list-style-type: none">• Machine Learning. Experimental Design. Statistics. Distributed Computing. Regression Analysis. Linear Algebra. Data Visualization. Languages <ul style="list-style-type: none">• Python (Pandas, NumPy, scikit-learn), R (Tidyverse, ggplot2), SQL (PostgreSQL, Redshift), Git
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Tools

- Periscope, AWS, Github, Airflow, Google Maps and Drive APIs, Kepler.gl, Jupyter Notebooks, Excel

Leadership

Eagle Scout

May 2010