

EXPERIENCE

BuzzFeed

Analyst – Data Science

New York, NY

May 2018 – Present

- Data analysis, modeling, and ETL for programmatic and branded ad products

Google

Solutions Consultant – AdX, Exchange Bidding

Mountain View, CA

June 2016 (Intern) – May 2018 (Full-Time)

- Analyzed realtime bidding application performance, resolving 231 cases with DSPs and exchange partners
- Analyzed global support operations, identifying areas for improvement in training and processes for India, Argentina, and Japan support sites
- Maintained data access platform using Python and SQL, providing data access to a team of 40 limited-access vendors

MLB Advanced Media

Data Scientist Intern – Advanced Analytics

New York, NY

June – August 2017

- Fit and evaluated lead scoring logistic regression models in SAS, using sales, media, and demographic data to identify 50 - 85% of active leads within first 30% of sales calls
- Trained churn prediction model for MLB.TV streaming product, achieving 15% increase in AUC score using an ensemble of gradient boosted trees, a random forest, and LASSO logistic regression trained in Python
- Prototyped and tested ticket buyer LTV modeling procedure, aggregating data in SQL and modeling in SAS
- Modeled umpire, player, and stadium effects on strike zone shifts using mixed effects logistic regression models in R
- Automated daily Statcast anomaly detection reporting using Python and R, saving 2.5 hours per week
- Owned weekly targeted email campaign reporting, communicating ROI of targeting efforts

Boston College

Research Assistant – Department of Economics

Chestnut Hill, MA

September 2015 – May 2016

- Fit and evaluated time series models for analysis of 27% spike in divorce rate using STATA and R
- Built and managed documentation for dataset of U.S. female property rights classifications from 1950 – 2010

PROJECTS

- **Pybaseball**: A Python package for baseball data analysis; 6,000+ installs to date
- **Gutenberg Recommender System**: A content-based recommender system for books built using Python, Spark, MLlib, and AWS Elastic MapReduce

PUBLICATIONS

- **Mu, Jesse, James LeDoux, and Joshua K Hartshorne**. “Replication of Frank, Goldwater, Griffiths, & Tenenbaum (2010): Modeling Human Performance in Statistical Word Segmentation, Experiment 1”. PsyArXiv, 25 Oct. 2017.
- **LeDoux, James, and Christopher Maxwell**. “Crime Generators, Deterrents, and Attractors in Micro-Places”. BA, 2017. <http://hdl.handle.net/2345/bc-ir:107437>.

PROGRAMMING SKILLS

- **Languages**: Python, R, SAS, SQL, STATA, HTML, CSS
- **Data Science Tools**: Scikit-Learn, Pandas, NumPy, SciPy, XGBoost, Keras, Tensorflow, NLTK, dplyr, AWS

EDUCATION

Boston College

BA in Economics; Concentrations in Statistics and Computer Science; Magna Cum Laude

Chestnut Hill, MA

September 2013 – May 2017

- **Awards**: Giffuni Prize for Best Thesis in Economics, Cheney Economics Scholarship, Dean’s Scholarship