

# EDD WEBSTER

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## PERSONAL PROFILE

A forward-thinking, hardworking, and solution-orientated individual, with 5 years professional experience delivering actionable insights for a number of best-in-class organisations. Analytically-minded with a strong technical background of applied data science and machine learning; Python, R and SQL programming; data translation through visualisation tools including Tableau and Power BI; and working with big data and cloud platforms. Skilled at creative problem solving, communicating ideas, and working collaboratively in fast-paced environments, to facilitate data-driven decisions. Working as the Lead Data Scientist for the First Team at Leicester City Football Club, delivering quality, evidence-based analysis using data. For more information, please see my website (eddwebster.com), GitHub profile (github.com/eddwebster/football\_analytics), Tableau Public profile (public.tableau.com/profile/edd.webster), Football Data Science portfolio (docs.google.com/presentation/d/1EQ4meB5Y2TGuln3K31Odkvol-8QIPW2MhZE8UEhZ38c), and article by the Training Ground Guru with my thoughts and experience regarding Data Science and Football Analytics (trainingground.guru/articles/edd-webster-from-man-city-to-lego).

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## EDUCATION

### Queen Mary University of London

MSci (Hons) Chemistry; Upper Second-Class Honours

September 2012 – June 2016

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## KEY EXPERIENCE

### Lead Data Scientist, First Team – Leicester City Football Club, Leicester, UK

April 2023 – Present

- Developing an integrated, club-wide approach to providing data driven insights for performance analysis, player recruitment, sports science, and medical aspects of the club's operation. Key responsibilities include: statistical modelling relating to match performance using summary, event, and tracking data; maintenance and development of a cloud-based database; presenting data-driven insights relating to team and player performance; translating complex analytical concepts clearly and simply to stakeholders; identifying long-term performance trends; data-driven assessment of on pitch performance delivering weekly and quarterly reports. Product Evaluation: Assess all available data products/service providers for suitability to the club's requirements, and manage contracts and budgets relating to these services.
- Collaborating with key stakeholders across the club to raise the overall levels of data literacy, analysis and reporting, including the development and management of a data science team of three PhD students.

### Data Scientist, Marketing Effectiveness – the LEGO Group, London, UK

April 2022 – April 2023

- Worked within the Marketing Effectiveness team to enable the company to realise the potential of its marketing strategy and decision making through evidence-based, data analysis.
- In my role, I am applying data science techniques to diagnose performance factors (including media spend) across market and theme, to optimise the group's marketing-relating actions to uplift sales. These findings are translated into novel and actionable insights through statistical modelling, visual storytelling, and effective deck-building. A key project has been a piece to understand the cause for a slowdown in sales of kids products.

### Data & Insights Analyst, Fan Relationship Management – City Football Group, Manchester, UK

April 2020 – October 2021

- Gained extensive, practical experience of the Python ecosystem and working with big data in a cutting-edge cloud environment *via* Databricks and Microsoft Azure. Key project was a data-driven analysis of for a planned expansion of the Etihad Stadium.
  - Worked in a multi-disciplinary team of data scientists and engineers, to develop, quality assess, and govern CFG's data infrastructure, requiring well-tested, robust, productionised code *via* Azure DevOps and a solid understanding software engineering principles, including test-driven development and version control. Helped to support the maintenance of data pipelines *via* Azure Data Factory in partnership with Project Managers and IT.
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## SKILLS

**Technical:** **Programming languages** – *Highly proficient:* Python (and key libraries: PySpark, pandas, NumPy, matplotlib, Plotly, scikit-learn, SciPy, XGBoost, CatBoost, BeautifulSoup, record-linkage), SQL, Git, HTML. *Working proficiency:* R (and key libraries including the tidyverse). **Machine Learning** – Linear Regression, Logistic Regression, SVM, KNN, K-Means, Random Forest, PCA, Decision Trees, Gradient Boosting. **Data visualisation and communication** – Tableau, Microsoft Power BI, Microsoft PowerPoint. **Big data, cloud service, and data pipeline management tools** – Databricks, Spark, Azure Data Factory and DevOps, GCP, MySQL.

**Languages:** English (written & verbal fluency), Spanish (written & verbal intermediate level).

**Other skills:** Well-developed analytical and quantitative skills, with an aptitude for structural and creative problem solving; experienced across all aspects of the data analytics spectrum including data mining, cleansing, storing, modelling, visualisation, and translation; experienced working with big data, with domain knowledge of football datasets including summary, event, tracking, and broadcast-tracking data; experienced presenting analytical insights to stakeholders reaching board level, requiring excellent communication and presentation skills; excellent time management skills and well-suited to working in a fast-paced environments; and self-motivated, with a growth mindset to learn new skills, technologies, and football analytics principles.

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## ADDITIONAL EXPERIENCE AND WORK HISTORY

### Football Data Science Consultant – Analytics FC, Remote

May 2022 – December 2022

### Senior Data & CRM Manager – West Ham United Football Club, London, UK

October 2021 – April 2022

### Lead Data Analyst – Peru Hop, part of LATAM Tourism Holdings, Lima, Peru

July 2018 – April 2020

### Team Leader – International Service ICS, Tamale, Ghana

January 2017 – July 2017

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## HOBBIES AND INTERESTS

In my free time, I improve my data science skills by reviewing the latest literature and working on football analytics projects, with subjects of interest including: model building i.e. building Expected Goals (xG) or Expected Transfer Value (xTV) models; determining player's playing styles and character similarity through dimensionality reduction and clustering; working with tracking data including the creation of pitch control models; the application of action value frameworks to event data such including xT, and VAEP; creating reporting tools using Tableau. Outside of work, I enjoy travelling, spending eighteen months in 2018-2020 living and working in Peru to improve my Spanish. I enjoy playing football and regularly play five/seven-a-side.