

DATA ANALYTICS

More resume content for KEN BARLOW



Payment Reconciliation

- We transformed **eGov Strategies** from a two-person startup in a basement into a dynamic cross-functional team consisting of more than 16 developers, salespeople, and support staff. Just before getting acquired, we supported more than 700 local and state government clients, processing an impressive \$1.4 billion in online and in-person payments annually.
- In 2007, we began growing our online payment business (tax payments, city licenses and permits) at a faster rate than our constituent engagement business (website management and online services like pothole reporting and city email communications).

To support that effort, I accepted the responsibility of lead financial analyst for the **eGov Payments** business. In that, I became responsible for:

- Daily and monthly reconciliation efforts w/ payment clients (ranging in size from 400 to 4.7 million <Harris County TX>) – I was the ultimate contact when things went awry.
- Developing ETL processes and certifying records generated from our home-built financial reporting system against data obtained from our various payment processing partners (e-check and credit card processors)

Note: Part of my enthusiasm came from my most interesting class in grad school, a data analytics course taught by Wayne Winston (IU Bloomington professor).

- Developing processes (w/ checks and balances) and training documentation for support team and our clients to assist in the reconciliation process
- For our biggest client – Harris County, TX (Houston), I developed a complex set of spreadsheets for Cadence Bank – combining daily inputs from our system with daily deposit info from the bank. We then generated daily transaction reports and data files to Cadence so they could be uploaded into the county financial system.

The system went from a manual spreadsheet that took 50 minutes to produce to one streamlined via Pivot Tables & Lookups – taking less than 10.

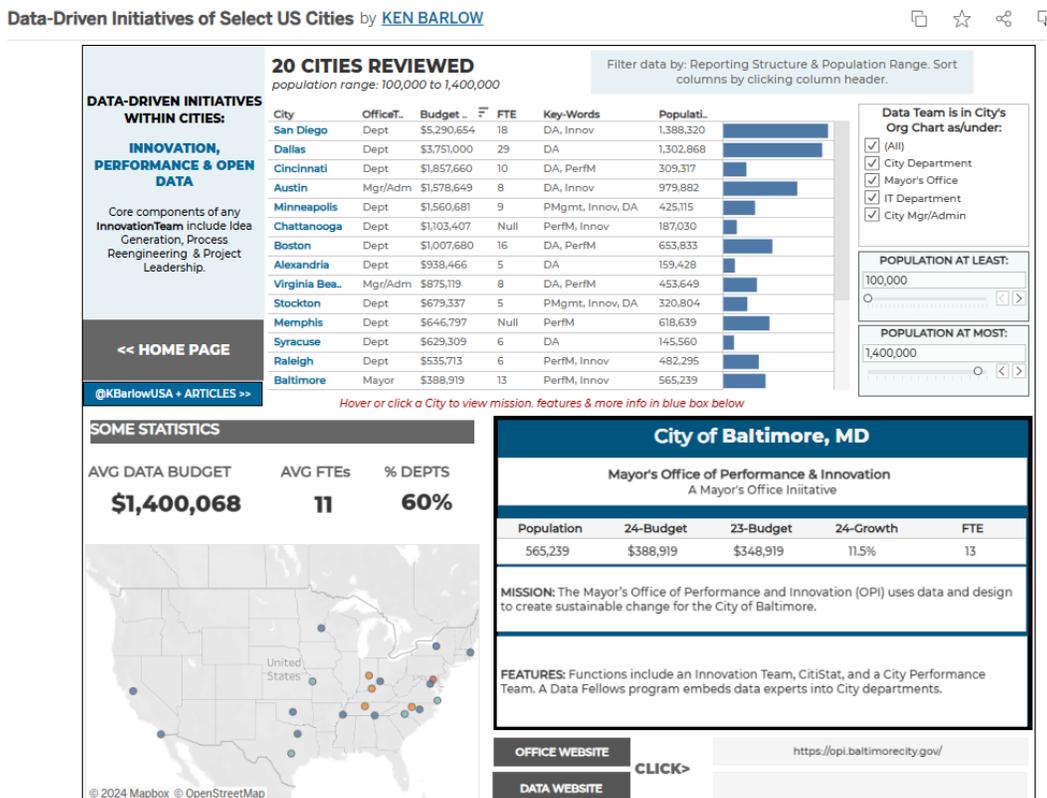
Master's Program in Data Science

- Currently pursuing an IBM-sponsored program offered by Simplilearn that combines some online self-study, video lectures and end-of-session assessments and assignments.
 - Course topics include Tableau, advanced Excel, R Programming, Machine Learning and some Advanced AI topics
 - In addition to building my Tableau and Python skills through the class, I am creating a data analytics portfolio. View my Data Analytics page here: <https://tinyurl.com/KB-DataPage>
 - That profile links to my Tableau Public account where you can see VIZs that I have developed – some at my own direction to build my skills

Completed Projects:

REVIEW OF THE DATA ANALYTICS INITIATIVES OF 20 TOP CITIES

Using a 2019 OECD report on city government innovation as a basis, I leveraged google searching to find the more innovative city governments who were promoting their data analytics initiatives: <https://tinyurl.com/KB-CityDataAnalytics>



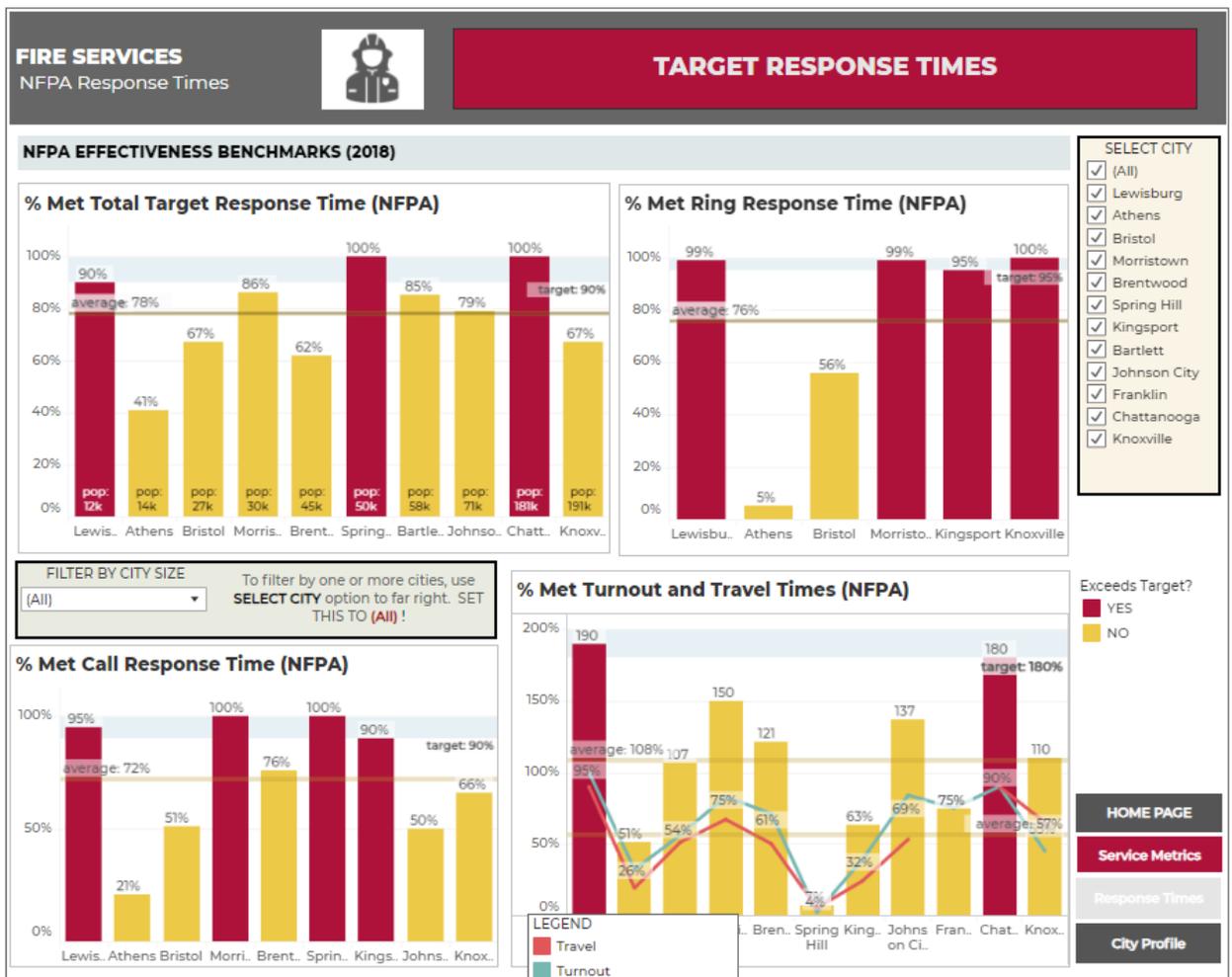
OPTIMIZING GOVERNMENT METRICS W/ DATA VISUALIZATION - Using Tableau, Excel

- As my non-compete with eGov Strategies expired in early May 2024, I began researching opportunities in other markets in which I have an interest - one area in particular - Nashville, TN.
- A colleague of mine from the City of Indianapolis is doing consulting within that state and has worked with one organization that developed some benchmark studies. These studies were completed for about 14 years but stopped in 2018. I theorized - that leveraging Tableau for data visualization could make these reports more impactful.

<https://tinyurl.com/KB-CityBenchmarkReport>

- To create this report, I took a few pages of the Benchmark PDF document and uploaded the data into Excel - then created data visualizations via Tableau.

TN Muni Benchmark Report by [KEN BARLOW](#)



NFL DATA ANALYTICS FAN PAGE: Using Python and Tableau

- As an independent project, I decided to recreate a data analytics survey done by Seth Walder of ESPN Analytics using the public websites of NFL teams.
- His surveys in 2021 and 2023 provided a list of data analytics team members for each team.
- I wrote a Python program to aggregate data from each of the NFL team websites, organize it by Football or Business Analytics, and provide an interface to view the data online via Tableau.
- You can view the resulting effort here: <https://tinyurl.com/KB-NFLDataAnalyticsSurvey>

2024 NFL Analytics Fan Report by [KEN BARLOW](#)



NFL Football Data Analytics Review

SELECT SURVEY YEAR
 2024 (nfl team pgs)

YR	TM	analyst	title	
2024	ARI	Charlie Adkins	Manager, Football Analytics & Research	■
		Carter Tamblyn	Director, Football Systems	■
		Heather Goldade	Systems Developer	■
		Nick Tice	Football Analytics Assistant	■
		Joe Andruzzi	Football Analytics Assistant	■
ATL	John Taormina	Football Data Analysis Seasonal Assistant	■	
BAL	Derrick Yam	Manager of Data and Decision Science	■	
	James Oncea	Football Systems Developer	■	
	Terrell Parker	Scouting & Salary Cap Analyst	■	
	Sophie Cortese	Football Administration / Salary Cap Analyst	■	
	Andrew Rogan	Coaching / Scouting Analyst	■	
BUF	Luis Guilamo	Director of Analytics & Application Development	■	
	Dennis Lock	Senior Director of Football Research	■	
	Warren Zorilla	Senior Developer	■	
	Raymond Alonzo	Developer	■	
	Malcolm Charles	Data Analyst	■	
CAR	Evan Weiss	Football Analyst	■	
	Drew DiSanto	Sports Performance Data Analyst	■	
	Bennie Contrino	Football Analytics Coordinator	■	
CHI	Krithi Chandrakasan	Director of Football Analytics	■	
	Richard Hildebrand	Football Systems Engineer	■	
	Luke Rogers	Football Data Engineer	■	
CIN	Ryan Hubley	Football Research Analyst	■	
	Elizabeth Blackburn	Director of Strategy & Engagement	■	
	Sara Kurosu	Data Engineer	■	
	Sam Francis	Football Data Analyst	■	
	Dave Lapham	Bengals Analyst	■	
	Amun Tanveer	Financial Analyst	■	

**WELCOME TO THE
NFL ANALYTICS
FAN PAGE.**

Survey Year: 2024

ANALYST HISTORY

■ IN 2021 & 2023 SURVEYS

■ IN 2023 SURVEY

■ NEW TO SURVEY

**Growth of NFL Analytics Teams
(2021-2024)**

FILTER OUT EXECUTIVES

(All)

SURVEY CREDITS

2021 & 2023 survey results are based on reports published to Twitter/X by [Seth Walder of ESPN Analytics \(@SethWalder\)](#).

2024 data aggregated from NFL Front Office Roster web pages.

For that survey, [Dallas](#) and [New England](#) did not publish Front Office pages. [Tampa Bay](#),

Dashboard & analytics created by **KEN BARLOW** (@KBarlowUSA on X). I'm seeking a data solutions engineering opportunity with a professional sports team, preferably in the NFL.

Use this QR code to visit my Resume Page.

KBarlowUSA Contact

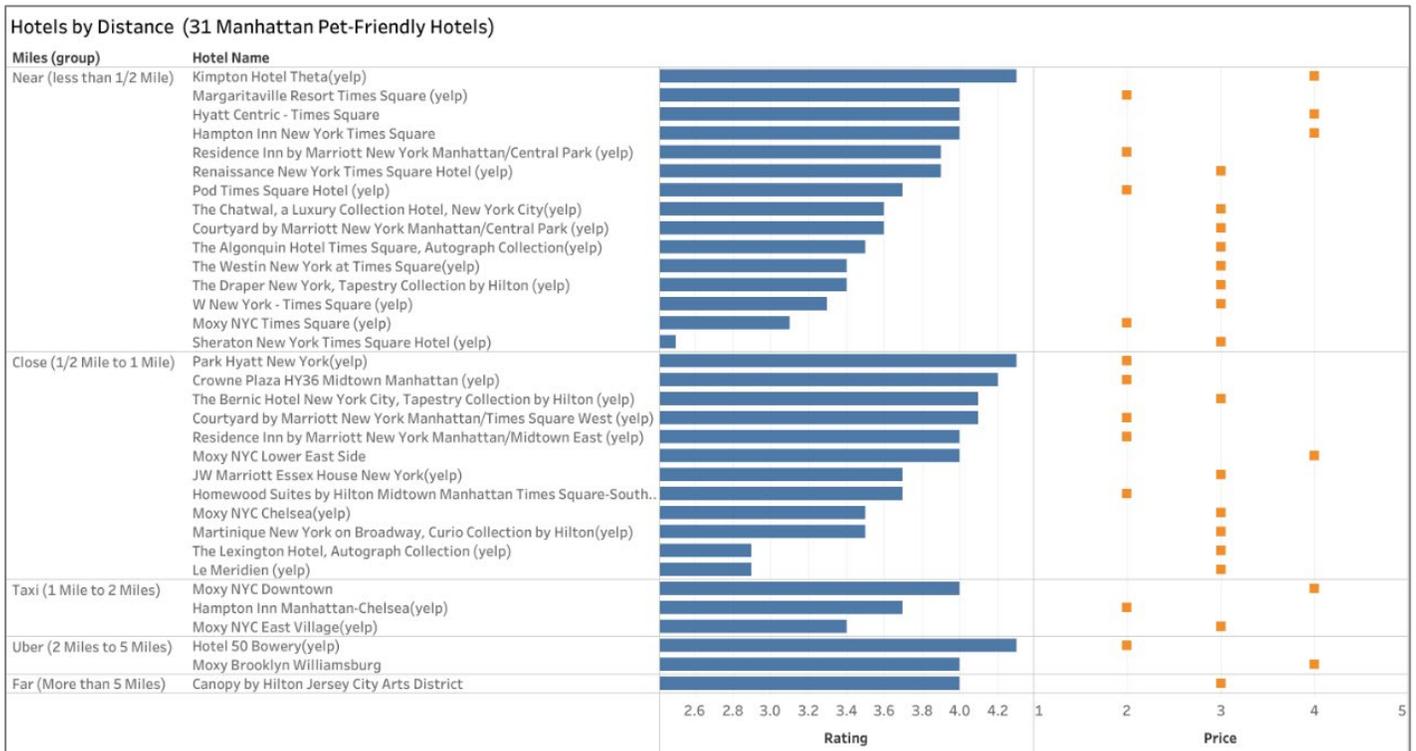
Hi! I'm ARTIE! Here to help. Check out each of the survey years (drop-down at top) - then **Filter Out Executives** to see that impact. **THEN PROCEED ON TO LEARN ABOUT 2024.**

Click to Check Out our 2024 Analysis

PET FRIENDLY SOLUTIONS RESEARCH: Using Tableau, JavaScript, Excel & Yelp API

- One of the first projects that I completed was an analysis of NYC pet friendly hotels for a Dugger Dinners team member visiting NYC for a week:
 - I modified a JavaScript program that I wrote that pulls a bunch of pet friendly data from the Yelp API for our client hotels (list of nearby dog parks, pet friendly restaurants, pet services, etc.).
 - The new program identifies pet friendly hotels near where our team member is staying, with Rating, Price, Phone and Location data for each. I cut-and-paste data to Excel but can also pull data w/ Python.
 - I added a pet friendly rating (based on our experience) and uploaded the data into Tableau. Our team member now has several reports that she can use to prioritize hotels based on their location (walking distance or taxi distance). As she plans calls or visits, she can also understand which hotels higher-rated and which ones are more expensive (the premiere hotels are better).

PET FRIENDLY HOTELS RESEARCH



Business Data

- Developed financial models for the business, used to attract investors and ultimately for the sale of the business:
 - Multi-year P&L projections (w/ my business partner and our CFO)
 - Historic revenue and profitability trends (2007-2020) for the **eGov Payments** business – aggregating data from our system, SQL databases & flat files.