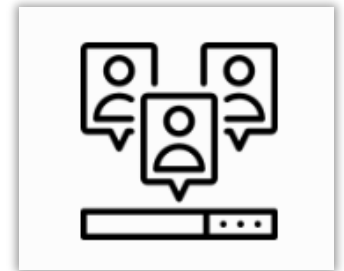


DATA ANALYTICS

More resume content for KEN BARLOW



Payment Reconciliation

- We transformed **eGov Strategies** from a humble two-person startup in a basement into a dynamic cross-functional team comprising nearly 20 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:

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 decided to write 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://public.tableau.com/app/profile/kenneth.barlow/viz/2024NFLAnalyticsFanReport/HomePage>

NFL Football Data Analytics Review

YR	TM	analyst	title	
2024	ARI	Charlie Adkins	Manager, Football Analytics & Research	■
		Carter Tamblin	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	■
		Evan Weiss	Football Analyst	■
		Drew DiSanto	Sports Performance Data Analyst	■
CAR		Bennie Contrino	Football Analytics Coordinator	■
CHI		Krithi Chandrakasan	Director of Football Analytics	■
		Richard Hildebrand	Football Systems Engineer	■
		Luke Rogers	Football Data Engineer	■
		Ryan Hubley	Football Research Analyst	■
CIN		Elizabeth Blackburn	Director of Strategy & Engagement	■
		Sara Kurosu	Data Engineer	■
		Sam Francis	Football Data Analyst	■
		Dave Lapham	Bengals Analyst	■
		Amun Tanveer	Financial Analyst	■

SELECT SURVEY YEAR

2024 (nfl team pgs) ▾

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)


Year	Total Count
2021	84
2023	113
2024	167

FILTER OUT EXECUTIVES

(All) ▾

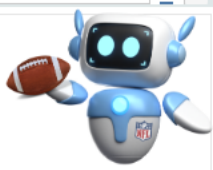
Dashboard & analytics created by **KEN BARLOW** (@KBarlowUSA on X). I'm seeking a data solutions engineering opportunity with a professional sports team, preferably in the NFL.

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](#)

SURVEY CREDITS

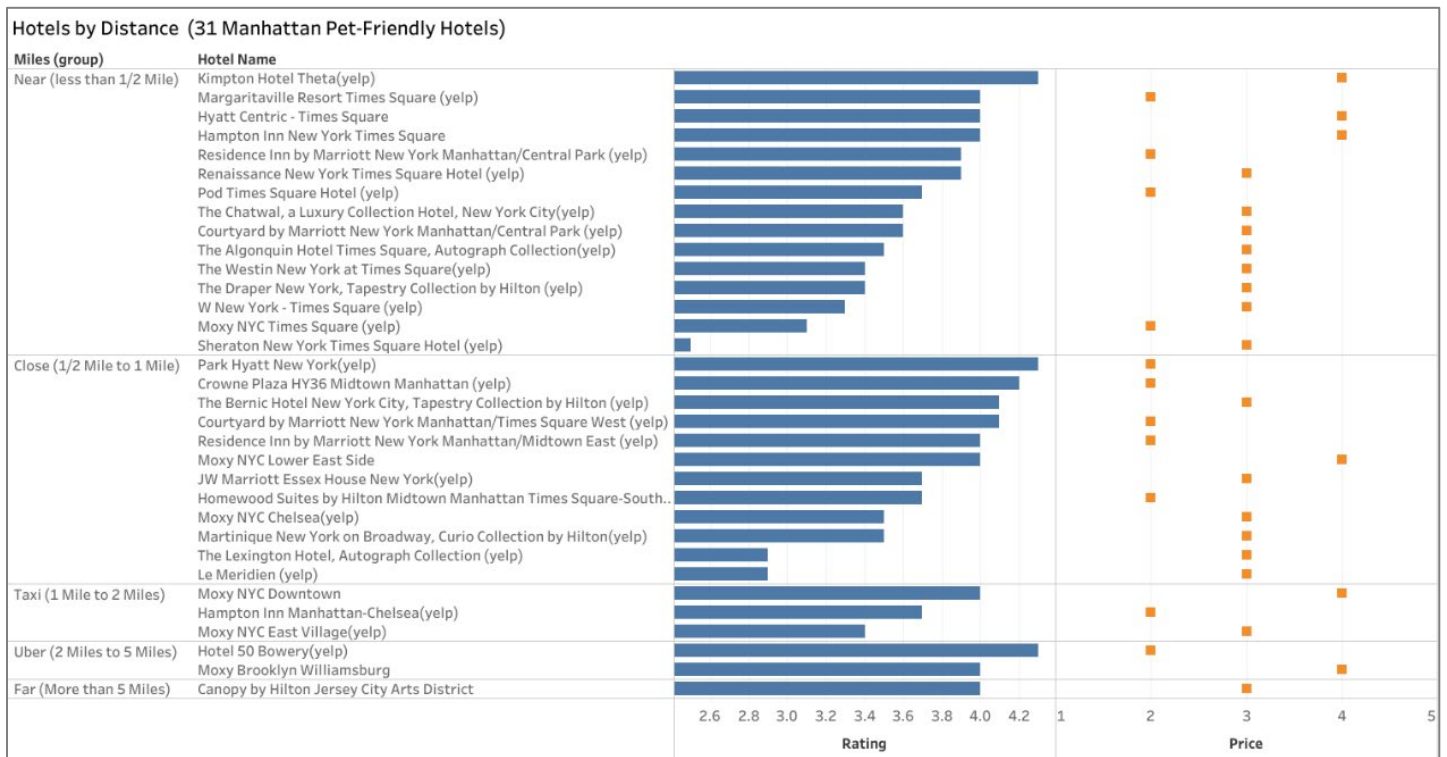
2021 & 2023 survey results are based on reports published to Twitter/X by **Seth Walder of ESPN Analytics** (@SethWalder).

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**, ...

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).

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.