

KEVIN BAER

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EDUCATION

University of California, Los Angeles (UCLA)

Los Angeles, CA

Data Theory and Data Science Engineering - 3.94 GPA

Expected June 2027

- Classes include: Data, Justice, and Society, Linear Algebra, Computer Science I/II in C++, Statistical Programming with R, Programming in Python, Mathematical Modeling, Probability, and more

PROFESSIONAL EXPERIENCE

Pro Football Focus (PFF)

Remote

Football Data Collection Analyst

August 2023 - Present

- Created Data to be sold to all 32 NFL teams, as well as all FBS college football teams
- Analyzed football plays for data points such as position, role, depth, width, stance, defensive line technique, and more
- Collected data on coverage performance through the All Coverage unit, showing mastery of NFL defensive schemes, player techniques, and separation charting
- Took on a Supervisory role with the PP Review Process, entailing viewing disagreements between team members on decisions and adjudicating the correct result

LEADERSHIP & INVOLVEMENT

UCLA Football and Bruin Sports Analytics

President, Previous Football Consulting Head

October 2023 - Present

- Utilized advanced PFF data to assist the UCLA Football team for opposition scouting and self-scouting operations
- Oversaw team of other consultants to ensure high quality work, met deadlines, and expansion of team responsibilities
- Managed Google Cloud Database, supported by BigQuery, deployed to web via ShinyApps.io
- Engaged with PFF Ultimate metrics to increase and enhance UCLA Football's analytic processes throughout the building

UCLA Statistics Club and DataFest Committee

DataFest Co-Chair

October 2024 - Present

- Organized the largest West Coast data science hackathon in the country with over 500 students
- Conducted popular workshops on statistical modeling, visualization, and big data using DuckDB, BigQuery, and more
- Collaborated with professors in the department of Statistics and Data Science to support student academics
- Constructed community among students to further the mission of UCLA Statistics

RESEARCH PROJECTS

Big Data Bowl 2025 Entry

Defending The Go-Gos: Predicting Slot WR Routes

January 2025

- Research paper written using the NFL's proprietary spatial tracking data
- Built ML model to help slot corners play man coverage and allow greater defensive success and diversity of scheme by predicting route break and depth
- <https://www.kaggle.com/code/kevinbaer/defending-the-go-gos-predicting-slot-wr-routes>

Carnegie Mellon Sports Analytics Conference 2024

Digging Deeper: Volleyball Metrics with Full-Court Coverage

November 2024

- Presented at Carnegie Mellon Sports Analytics Conference on November 2, 2024
- Analyzed 6531 ball contacts, built comprehensive statistics to measure player performance, predict future and hypothetical match outcomes, and enhance viewer enjoyment of volleyball
- Funded by UCLA Undergraduate Research Center-Sciences Grant

Big Data Bowl 2024 Entry

Swarm Score: Quantifying Rallying to the Football

January 2024

- Research paper written using the NFL's proprietary spatial tracking data
- Swarm Score is formed by comparing each defender's bivariate normal spatial influence probability density function against the ball carrier's spatial influence model to determine the number of defenders swarming the ball carrier
- <https://www.kaggle.com/code/kevinbaer/swarm-score-quantifying-rallying-to-the-football>

Cincinnati Reds Hackathon 2025

Predicting Future Playing Time

February 2025

- 2nd Place out of 37 entries for technical portion (scoring based on RMSE)
- Presented for Reds analytics staff and finished 2nd place in the presentation competition
- <https://www.kaggle.com/code/kevinbaer/predicting-future-playing-time>

PROGRAMMING

- R (Tidyverse, Tidymodels, ggplot), Python (Polars, Scikit-Learn), Julia (Tidier.jl, MLJ), SQL, C++, DuckDB, BigQuery