

Logan Daniels

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EDUCATION

BSc Politics and Data Science, London School of Economics 2023-2027

- On track to earn Upper Second Class Honours (2:1 classification)
- Relevant coursework: Databases, Applied Regression, Sample Surveys and Experiments

Ontario Secondary School Diploma, Toronto Prep School, Toronto, Ontario 2019-2023

- Valedictorian of the 2023 graduating class; Grade 12 average of 95.5%

EXPERIENCE

Business Intelligence Advanced Analyst, Bell Media, Toronto, Ontario Summer 2026

- Built a self-updating machine-learning optimiser choosing which NFL games each Canadian station airs in every window, maximising total audience with an exact mixed-integer program under real carriage constraints, run from Excel by non-technical colleagues
- Authored a case study report on the audience effects of carrying the same sporting event across multiple feeds at once, and presented it to the TSN programming team
- Rebuilt the audience dataset from raw panel exports and unstructured press release text, and introduced walk-forward validation that tests forecasts only on unseen weeks
- Built a Python pipeline and AI agent to extract television schedule grids from competing Quebec networks automatically, replacing manual collection
- Analysed survey data measuring advertising effectiveness during the FIFA World Cup, and contributed to a sales dashboard for audio inventory

Camp Counsellor, Camp Kinneret, Mont-Tremblant, Quebec 2023-2025

- Head of clubs (2025): delegated and oversaw programming responsibilities across staff, and designed activities for campers aged 8 to 15

Snowboard Instructor, Alpine Ski Club, Blue Mountains, Ontario 2020-2023

- Taught groups and individuals aged 4 to 14, keeping parents updated on progress

PROJECTS

- **London road casualties** (LSE, 2024): Mapped a decade of TfL collision data by borough and ward, rating each by casualties per workday rather than resident population, in interactive Folium maps within a Streamlit app
- **E-commerce database** (LSE, 2024): Designed a SQLite database from the E-R model up and wrote analytical SQL with joins, subqueries and aggregation
- **Redlining and mortgage lending** (LSE, 2025): Built an R pipeline linking 2024 mortgage records to 1930s redlining maps through area-weighted spatial joins, and produced the report's exploratory visualisations
- **BLACKOUT**: no-spoilers World Cup companion site (blackout.logan-daniels.com)

EXTRA-CURRICULAR ACTIVITIES

- Secretary, LSESU Wakeboard Society, 2025-2026
- Canvasser and official scrutineer on three Canadian election campaigns, 2019-2025

SKILLS AND INTERESTS

Technical: SQL, Python (pandas, scikit-learn, XGBoost, GeoPandas, Folium, Streamlit, Scrapy), R (tidyverse, sf, ggplot2), MongoDB, mathematical optimisation (PuLP, CBC), Git, Quarto, HTML

Software: Excel (VBA, Power Query, COM automation), MS Office, Google Workspace

Languages: English (native fluency); French (conversational)

Interests: Snowboarding (competed nationally in Canada), travel, trivia, urban planning, public transport systems, and puzzle-making