

ACACIA JOHNSON

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SUMMARY

Data-driven graduate student pursuing a Master's in Management with a concentration in Business Analytics. Experienced in Python, SQL, and BI tools, with a proven ability to deliver actionable insights through real-world projects. Adept at bridging business and technical teams through strong communication and reporting.

EDUCATION

Tarleton State University, Stephenville, TX

MS in Management (Business Analytics Concentration)

Expected December 2025

GPA: 3.88

Tarleton State University, Stephenville, TX

Graduated

BBA in Finance

RELEVANT EXPERIENCE

Prescriptive Analytics Case Study – Museum of Fine Arts, Houston

Graduate Analytics Project

Jun 2025

- Built a linear programming model using Python (PuLP) to optimize the museum's exhibit funding allocation
- Balanced competing objectives: visitor engagement, art style diversity, and funding constraints (\$1.45M/year)
- Recommended an optimal exhibit portfolio mix based on scenario analysis and managerial priorities

Seasonal ARIMA Time Series Forecasting - Python

Graduate Analytics Project

Apr 2025

- Modeled two real-world datasets using Seasonal ARIMA and ADF stationarity tests
- Selected best-fit models using AIC and validated with residual plots, Ljung-Box, and Jarque-Bera tests
- Forecast future time periods with confidence intervals, highlighting cyclical patterns

Business Analytical Statistics Case Study – Master Class Analytics LLP

Graduate Analytics Project

Dec 2024

- Acted as external business analytics consultant for a case-based organization
- Applied hypothesis testing and Python code to analyze client KPIs and guide decisions
- Produced a professional-grade written report to support strategic recommendations

Business Strategy Capstone - Tarleton State University

Data Analyst

Jan 2023 – May 2023

- Collaborated with a 5-member team to assess customer behavior for a retail client
- Used SQL and Python (pandas, matplotlib) to extract and analyze behavioral data
- Delivered tailored CRM recommendations, increasing engagement by 20%

Econometric Research Project – Life Expectancy Modeling

Research Analyst

Aug 2022 – Dec 2022

- Conducted regression analysis using Gretl and Excel to identify global health trends
- Evaluated over 30 variables across 100+ countries to model life expectancy patterns
- Visualized findings through dashboards and academic presentation materials

SKILLS & TOOLS

- **Technical:** Python (Pandas, Matplotlib), SQL, Power BI, Tableau, Excel (Advanced), Gretl
- **Data & Analysis:** Regression Analysis, Reporting, KPI Dashboards, EDA
- **Soft Skills:** Project Management, Communication, Time Management, Documentation
- **Extracurriculars:** Theta Kappa Vice President & Treasurer, Classical & Jazz Trained Trombonist, Motorsport Fan