

# ACACIA JOHNSON

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## SUMMARY

Data-driven analytics professional with an M.S. in Management with a concentration in Business Analytics. Skilled 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)*

December 2025

GPA: 3.92

**Tarleton State University**, Stephenville, TX

Graduated

*BBA in Finance*

## RELEVANT EXPERIENCE

### Performance Analytics Case Study – How Qualifying Performance Influences Race Results

*Graduate Analytics Project*

Nov 2025 – Dec 2025

- Analyzed multi-season Formula 1 data using Multiple Linear Regression, K-Nearest Neighbors, and Random Forest Regression
- Evaluated the predictive strength of qualifying position on race outcomes across different modeling techniques
- Authored a research paper summarizing model performance, key predictors, and implications for race strategy

### Business Intelligence Case Study – Seguin Independent School District

Sep 2025 – Dec 2025

*Graduate Analytics Project*

- Evaluated the district's full data infrastructure, including databases, warehouse design, dashboards, and security practices
- Mapped data flows across academic performance, HR, finance, and operational systems
- Proposed a modernized BI framework with enhanced integration, cleaner pipelines, and standardized reporting

### 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**

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- **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