**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, TXGraduated

*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