

## JULIANNA ELISE HANSON

*Data-driven business analytics student with leadership and tutoring experience, skilled in Excel, R, Tableau, and SQL for actionable insights.*

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### EDUCATION

**University of Tennessee, Knoxville, Haslam College of Business** | Knoxville, TN | B.S. in Business Administration

Graduation: Spring 2027 | GPA: 4.00/4.00

Major(s): Business Analytics, Marketing | Concentration: Information Management | Minor: Public Policy Analytics

### SKILLS & CERTIFICATIONS

**Languages/Tools:** SQL, R (tidyverse, ggplot2), Excel (power query, pivot tables), Power BI, Tableau, Alteryx

**Methods:** Regression, model diagnostics, cross-validation, clustering, KPI design, data cleaning/ETL

**Certifications:** Bloomberg Market Concepts; Excel Critical Thinking Certificate

**Relevant Coursework:** INMT 242 (Business Software Applications), BUAD 342 (Operations Management), BAS 320 (Business Analytics), FINC 301 (Financial Management), BAS 474 (Data Mining), INMT 342 (SQL)

**Certifications:** Bloomberg Market Concepts (BMC), Excel Critical Thinking Certificate

### RELEVANT PROJECTS

#### Airline Operations KPI Dashboard (Power BI, SQL, Excel)

BUAD 342

March 2025–May 2025

- Built an interactive Power BI report from on-time performance and cancellations data; modeled fact-dimension tables; wrote SQL queries to aggregate flights by route, carrier, time band.
- Defined operational KPIs (on-time rate, completion factor, controllable vs non-controllable delays, misconnect rate) with DAX measures and dynamic filters by airport, weekday, and season.
- Identified three delay drivers and recommended schedule padding; simulation in Excel suggested 8% reduction in controllable delay minutes on targeted routes.

#### NFL Passing Analytics: Linear Regression & Model Diagnostics (R Studio)

BAS 320

August 2024–September 2024

- Collected multi-season QB data; engineered features (air yards per attempt, pressure rate allowed, early-down EPA, play-action rate).
- Fit multiple linear regression to explain passing yards per game; compared VIF and residual diagnostics; used k-fold CV for out-of-sample RMSE.
- Created a one page deliverable with actionable insights and meaningful conclusions

### WORK EXPERIENCE

#### CityLine Air Conditioning (Hybrid)

Dallas, TX

A/C Dispatcher

March 2021–September 2021

- Monitored service KPIs and maintained customer/job documentation to support smooth handoffs.
- Cleaned and validated work orders; reconciled invoices in QuickBooks, shortening the billing cycle.

#### Cracker Barrel Old Country Store

Columbia, TN; Knoxville, TN

Server

September 2021–May 2024

- Delivered high-volume customer service while maintaining 100% satisfaction standards.
- Balanced multiple tables and retail support through strong multitasking and teamwork.

#### A Tutor's Touch

Knoxville, TN

Private Tutor

December 2023–Current

- Diagnose learning gaps and track progress with Excel checklists and goal dashboards; resulting in a 25% increase in standardized test scores
- Communicate outcomes to parents/teachers; document goals, session notes, and improvement milestones.

#### University of Tennessee, Knoxville- Math Place

Knoxville, TN

Supplemental Student Instructor

August 2025–Current

- Lead 5+ weekly collaborative sessions for Finite Math, Calculus, and Mathematical Reasoning; coach exam strategies and quantitative reasoning.
- Facilitate collaborative group tutoring sessions in Finite Math, Calculus, and Mathematical Reasoning.

LEADERSHIP EXPERIENCE

<b>Data Dashboard Assistant</b> <i>University of Tennessee- Vol Study Center</i>	<b>Knoxville, TN</b> <i>January 2024–Current</i>
<ul style="list-style-type: none"><li>Improved reporting accuracy by ~15% through data cleaning and Excel dashboards.</li><li>Collaborated with faculty to analyze course outcomes and identify data-driven improvements.</li><li>Built a predictive model in R using regression and clustering to segment users and improve decision-making insights.</li></ul>	
<b>University of Tennessee of Knoxville</b> <i>SI Student Engagement Leader</i>	<b>Knoxville, TN</b> <i>January 2024–Current</i>
<ul style="list-style-type: none"><li>Lead groups of 30+ students in data driven lessons plans weekly.</li><li>Delivered tutoring sessions that increased student success rates by ~20%.</li></ul>	
<b>Teach For America</b> <i>Tutor</i>	<b>Remote</b> <i>January 2024–Current</i>
<ul style="list-style-type: none"><li>Led virtual tutoring sessions for under-resourced students, using data from assessments to personalize instruction and track progress.</li><li>Created interactive lesson plans designed to increase engagement and measurable learning outcomes.</li></ul>	

HONORS & AWARDS

Dean's List (*Spring 2023 to Spring 2025*) | HOPE Scholarship Merit Supplement (*Fall 2023 to Present*) | Volunteer Scholarship (*Fall 2023 to Present*) | John Fred Holly Jr Memorial Scholarship (*Spring 2025*) | Lynn Johnson Scholarship (*Spring 2025*) | Trimble Inc Scholarship Fund (*Spring 2025*) | Nelson and Natalie Pratt Endowment Scholarship (*Spring 2024*) | SDC Statistics Regional Champion (*Spring 2023*) | Waste Management Go Green Scholarship (*Spring 2023*)