**Michael Boese**

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**Education**

Sonoma State University

Bachelor of Arts, Economics 2018

**Select Coursework and Contributions**

* Quantitative Marketing Ⅰ**:** Time Series and Forecasting (Econometrics)
  + Created weekly 10 to 30-page report using advanced time series and forecasting models.
  + Incorporated radioactive decay (half-life) calculus into regression models to find lingering effects of a marketing campaign.
  + Translated complex quantitative analysis into accessible presentation that a lay person could understand.
  + Analyzed cigarette health data to determine the effects of nicotine levels and cigarette purchase.
* Quantitative Marketing Ⅱ: Probability (Econometrics)
  + Analyzed pricing elasticities of Keebler, Nabisco, and sunshine baked goods based on Nielsen scan data from Safeway.
  + Used key probability models (logit, probot, tobit) to assess consumer buying patterns.
* Advanced Econometrics
  + Used calculus and regression analysis to interpret time series, panel, and probability models
  + Wrote thesis on economic mobility of second-generation immigrants in the U.S. based on 400,000 observations.

**Programming expertise**

* Stata
* R
* SQL (PostgreSql)
* Python (Pandas, Matplotlib)
* Tableau
* Excel (Pivot Tables, Macro’s, VBA)