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| Ryan Johnson | (484) 929 4064 | rjohnson9721@gmail.com  <https://www.linkedin.com/in/rjohnson9721>  <https://github.com/rjohndesales/Data-Analytics-Repo>  Wind Gap, PA 18091 |

# Education

Master of Science in business analytics – DeSales University – Center Valley, PA January 2025

Majors: Business Analytics (4.0 GPA)

Bachelor of Science in Marketing – DeSales University – Center Valley, PA May 2023

Majors: Marketing (3.94 GPA)

Minors: Data Analytics

# Skills

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| * **Python** – pandas, numpy, matplotlib, seaborn, sciPy, scikitlearn, pyplot * **SQL** – MySQL, Zoho Analytics * **R** – dplyr, ggplot, tidyr * **Excel** – Pivot Table, Pivot Chart, VLOOKUP, XLOOKUP, Power Query * **Data Visualization** – Zoho Analytics, Power BI, Tableau, Google Analytics, MiniTab, SPSS |

# Work Experience

Sales & Marketing Analyst **–** Software Consulting Services, LLC **–** Hanover, PAJune 2023 - Present

* Manage and analyze data for over 10 customers, each with 5+ tables, utilizing **Zoho Analytics** to deliver actionable insights
* Write and optimize complex **SQL** queries to extract, manipulate, and transform data to meet stakeholder requirements
* Handle **ad hoc reporting** requests, ensuring timely and accurate delivery of data-driven insights to support customer needs
* Collaborate with cross-functional teams to develop and maintain customized **dashboards** and reports, enhancing data accessibility for key decision-makers

eCommerce analytics work study –Lutron Electronics– Coopersburg, PA October 2022 - May 2023

* Utilized **AWS QuickSight** to design and develop an interactive dashboard to track eCommerce performance metrics, supporting data-driven decision-making across multiple business functions
* Collaborated with stakeholders to gather requirements and created visualizations to monitor **key performance indicators (KPIs)** such as sales trends and inventory levels

Data analytics intern –MSG Promotions – Center Valley, PA August 2021 – June 2022

* Analyzed social media campaign performance and developed detailed **reports**, providing **insights** on engagement metrics, including campaigns that generated over 3.5k impressions on Facebook

# Projects

Machine learning healthcare prediction – Academic Project November 2024

* Developed a heart disease prediction model using **Python** in a **Jupyter Notebook**, leveraging a Kaggle dataset with various health factors and a binary target variable (yes/no for heart disease)
* Cleaned and preprocessed data using **Pandas**, handled missing values, and visualized key health factors using **Matplotlib** to identify trends and correlations in the dataset
* Built and evaluated multiple machine learning models using **scikit-learn** including Logistic Regression, Decision Tree, Random Forest, K-Nearest Neighbors, Gaussian Naïve Bayes, and Support Vector Machines

medical sales dashboard – Academic Project December 2023

* Designed and developed an interactive medical sales dashboard in **Power BI**, integrating data from 5 tables to provide insights on sales performance and dynamic comparisons across different periods and categories
* Utilized **DAX** to create calculated columns and **time intelligence** formulas to track and analyze sales trends over time