

Joakim Kristensen

Aspiring Data Analyst

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SUMMARY

MS in Business Analytics graduate and entrepreneur specializing in supply chain optimization, demand forecasting, and technology-driven food operations. Identified potential multi-million-dollar cost savings at Bloomin' Brands, developed Power BI dashboards for inventory planning, and founded a CPG smoothie brand with a profitable three-product line. Currently building a food tech platform to help restaurants reduce waste and improve operational efficiency.

TECHNICAL SKILLS

- Programming & Data Visualization: Power BI, Excel, SQL, Python, Tableau
- Analytics & Modeling: Demand Forecasting, Clustering/Classification, Predictive Modeling, Segmentation, Machine Learning, Data Cleaning, Feature Engineering, KPI, Business Models
- Tools & Systems: EAB Navigate CRM, SAP, ForecastX, SPSS, SAS, Webflow, Monday.com

PROFESSIONAL EXPERIENCE

Graduate Student Worker at The University of Tampa | Tampa, FL

02/2022 to 05/2025

- Updated user permissions in EAB Navigate to allow new student workers to manage availability, log sessions, and enter notes.
- Reviewed, formatted, and uploaded supervisor call logs into Navigate to maintain accurate, student-facing outreach records and ensure compliance with documentation protocols.
- Troubleshoot data migration issues during the Navigate Student App launch to maintain platform stability and accessibility
- Evaluated student attrition data in Excel and delivered findings in PowerPoint to inform university retention strategy.
- Produced concise EAB Navigate training videos that guided students and faculty through key platform tasks.
- Oversaw the recruitment and selection of new SPEAR peer mentors for the next semester.
- Planned and secured speakers for a First Generation student panel that showcased success paths and resources.

Supply Chain Intern at Bloomin' Brands Inc. | Tampa, FL

05/2024 to 08/2024

- Analyzed freight rates in Excel which led to a potential savings of \$1.7 million.
- Summarized 10+ weekly product quality reports for stakeholders focused on vendor compliance and food safety standards across 1,000+ restaurants.
- Assessed restaurant forecasts and order guides to identify errors and reduce overstocking or supply gaps across 100+ locations.
- Designed the companies first Power BI dashboards to set safety stock levels and guide demand-based inventory planning by SKU, concept, and distribution center.

Founder & CEO at Kahuna Brand LLC | Tampa, FL

02/2019 to 01/2022

- Researched 10+ market trends and consumer demand patterns to guide product launch in March 2021.
- Developed a pricing strategy for a 3-product line using supplier cost analysis and modeling to sustain 50% profit margin.
- Led R&D for 10+ smoothie formulations, finalizing 3 recipes with ingredient testing, cost analysis, and customer feedback.
- Increased brand visibility and grew social media engagement by 200% in three months through targeted outreach.
- Reduced procurement costs by 10% by supplier research and pricing negotiations while maintaining quality.

PROJECT EXPERIENCE

Shelf-life Intelligence Prototype |

In Development

- Designing a data-driven model to track ingredient freshness, predict spoilage, and suggest food usage patterns.

Big Data Marketing Project | The University of Tampa

Fall 2023

- Spearheaded a marketing strategy project for Nexus Kitchens focused market entry and customer acquisition.
- Compiled data on 50+ restaurants and created segmentation, positioning, pricing, and Bass diffusion models.
- Presented insights and recommendations in a PowerPoint deck and written report to guide leadership decisions.

Machine Learning Final Project | The University of Tampa

Summer 2023

- Coded a predictive model to forecast international soccer match outcomes using Logistic Regression, Decision Trees, Random Forest, and XGBoost, which achieved 99% accuracy.

EDUCATION

The University of Tampa

Master of Science | Business Analytics

May 2025

Master of Science | Entrepreneurship

December 2022

Bachelor of Science | International Business and Entrepreneurship

December 2020

- Affiliations: Founding President of ANSA Tampa, Former Vice President of ANSA USA