

AKOSUA AFARIBEA KISSIEDU

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EDUCATION

Bournemouth University
MSc Management with Business Analytics

Bournemouth, United Kingdom
Graduation Date: November 2022

Ashesi University
BSc Management Information Systems

Berekusu, Eastern Region, Ghana
Date of Graduation: June 2020

PROJECTS

- Exploring the influence of Flexible Working Arrangements on the Gender Pay Gap with R. (https://akosuakissiedu.github.io/single.html#one_section)
- Assessing Call Center Performance with Excel. (https://akosuakissiedu.github.io/single.html#two_section)
- Web Scraping Zillow property agent data with R. (https://akosuakissiedu.github.io/single.html#three_section)
- Investigating factors that influence access to Flexible Working Arrangements with R. (https://akosuakissiedu.github.io/single.html#four_section)
- Generating a sales reporting dashboard with PowerBI. (https://akosuakissiedu.github.io/single.html#six_section)

EXPERIENCE

Oarbt – London, United Kingdom

2022 – present

Business Analyst Work Placement

- Identified and engaged with potential leads; Utilised programming and communication tools to reach out to over 1000 property agents in London and New York to share information about the company's offerings.
- Improved the efficiency of key technical processes within the organization; Conducted research and developed automated testing scripts to evaluate all company web pages.
- Evaluated user experience with the company's product offerings and website to ensure a high level of service and reduce the number of bug reports by 10%.

Npontu Technologies – Accra, Ghana

2020 – 2021

Project Management Rotation

- Audited project execution processes by collecting information on obstacles faced during project runs. Analysed the data collected to identify recurrent themes and utilised the feedback gathered to propose measures to improve project completion rates. This resulted in approximately a 90% decrease in overlooked project tasks.
- Proposed an update to software development-based project requirement-sharing processes; this helped reduce misunderstanding of requirements. This reduced project completion delays caused by unclear requirements by approximately 50%.

Npontu Technologies – Accra, Ghana

Product Development Rotation

- Generated over 10 new product ideas using data gathered from market research, this culminated in the creation of 3 distinct modules on the flagship enterprise management system.
- Created a comprehensive go-to-market plan for the flagship product by analysing key insights from similar go-to-market structures, this brought in over 100 new clients and over GH600,000 in revenue.

Npontu Technologies – Accra, Ghana

Research Office Rotation

- Responsible for identifying, collating and analysing information around new trends in the industry to help with strategy development. Worked mainly on improving in-house information security by hosting bi-weekly staff information security sessions, and creating departmental roadmaps addressing security weaknesses within processes. This led the organisation to pursue ISO-27001 certification for information security.

LEADERSHIP AND VOLUNTEERING

Barnardo's

2022

- Provided customer service by responding to client queries and serving customers, also, gathered customer feedback to improve customer experience.

Bombshell Wigs

2016 - 2021

- Founded a business that made custom wigs and created informative tutorials shared via Instagram to 1700+ followers on wig styling and general care tips.

ADDITIONAL INFORMATION

• **Technical skills:** Data analysis and visualisation with R studio, Database management with SQL, Excel, Python, Agile Project Management, Data visualisation with PowerBI.