NAME: John Evans Okyere

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LinkedIn Profile (https://www.linkedin.com/in/john-evans-okyere-4a1480214/)

GitHub Profile (https://github.com/JohnEvansOkyere)

Summary:

As a final-year computer science student with a passion for data science and analysis, I bring a strong foundation in Python, SQL, Excel, Tableau, and Power BI. My collaborative spirit and project experience demonstrate my ability to work effectively in teams. I have completed relevant online courses on Coursera, including "Google Data Analytics" "Managing Big Data with MySQL," and "Foundation of Data Science: K-Means Clustering,".

Education:

Bachelor of Science in Computer Science, C.K Tedam University of Technology and Applied Sciences (CKT-UTAS), Navrongo-Ghana, 2024

Technical Skills

Programming languages: Python and basics in R

Data analysis and visualization: Excel, Tableau, Power BI

Database management: SQL, MySQL

Machine learning: Linear Regression, Logistic Regression, Decision Tree, Random Forest, K-Means Clustering.

Soft Skills

Effective team player with excellent communication and collaboration skills

Strong analytical and problem-solving abilities

Adaptable and eager to learn new technologies and methodologies

Excellent time management and organization skills

Certifications:

1. Google

Google Data Analytics Professional Certificate

June 13th, 2024

Coursera

(An online non-credit course authorized by Google and offered through Coursera)

2. University of London

Foundation of Data Science: K- Means Clustering in Python

July 15th 2022

Coursera

(An online non-credit course authorized by University of London, Goldsmiths, University of London and offered through Coursera)

3. Duke University

Managing Big Data with SQL

October 30th 2022

Coursera

(An online non-credit course authorized by Duke University and offered through Coursera)

Projects:

Python

Logistic Regression prediction and analysis with Titanic Dataset: The Titanic Data Analysis project aims to uncover insights into the demographics and characteristics of passengers aboard the Titanic. The analysis covers aspects such as survival rates, passenger classes, gender distribution, and also predicted the survival rate of all passengers on board

(https://github.com/JohnEvansOkyere/Titanic-Data-Analysis)

Real Estate Price Prediction using Linear Regression: This project aim to explore and predict real estate prices based on various factors. The dataset includes house age, distance to the nearest MRT station, number of convenience stores, latitude, longitude, and house price per unit area.

(https://github.com/JohnEvansOkyere/Real-Estate-Price-Prediction-with-Linear-Regression)

Customer Segmentation Project: Customer segmentation is a crucial aspect of marketing strategy, allowing businesses to identify distinct groups of customers with similar characteristics and behaviours. By segmenting customers, businesses can personalize their marketing efforts, improve customer satisfaction, and maximize profitability

(https://github.com/JohnEvansOkyere/Customer-Segmentation-Analysis)

Retail-Strategy-Analytics: This project focuses on analysing retail sales data using Quantum Data Analytics to derive actionable insights and improve business strategies.

(https://github.com/JohnEvansOkyere/Retail-Strategy-Analytics)

Excel

- Road Accident Data Analysis: This analysis aims to spotlight the causes and number of casualties resulting from road accidents in the United States during the years 2021 and 2022, specifically focusing on urban areas. This endeavour serves to support road safety campaigns targeted at mitigating road accidents

(https://github.com/JohnEvansOkyere/Road-Accident-Analysis-and-Dashboard-in-excel/blob/main/README.md)

Tableau

- World Happiness Analysis and Presentation: Identify if there are geographic, demographic, and / or economic factors that contribute to a happier life.

Power BI

- Hotel Evaluation by Customers: This visualization project provides insights into the responses gathered from hostel customers, considering variables like age and gender.
- Data Professional Survey Breakdown: This visualization project provides insights into the responses gathered from data professionals.
- Titanic Dashboard: The Titanic Data Analysis project aims to uncover insights into the demographics and characteristics of passengers aboard the Titanic. The analysis covers aspects such as survival rates, passenger classes, gender distribution, and also predicted the survival rate of all passengers on board.

MySQL

Some practical projects as a learning material

Academic Final Year Project:

(To Date)

Project title: Customer Behavior Analysis using Data Mining Techniques

Project Description:

To analyze customer behavior, preferences, and buying patterns by mining and examining social media and e-commerce platform data. This involves collecting, cleaning, and preprocessing large datasets, applying data mining algorithms (such as clustering, classification, and association rule mining), and visualizing the results using tools like Tableau or Power BI.

Working Experience:

Gysbin Pharmacy shop, Akyem-Kade, Eastern Region, Ghana

Team Lead / Senior Employee

2016 - 2020

- Led a team of 6 employees, providing guidance and support to ensure efficient daily operations.
- Implemented inventory management strategies, optimizing stock levels and reducing instances of stockouts.
- Analysed sales data to identify trends and customer preferences, contributing to informed decision-making in product selection and marketing

Gysbin Pharmacy shop, Akyem-Asuom, Eastern Region, Ghana

Branch Head

2020 – 2022

- Successfully revitalized a struggling branch, achieving a remarkable 95% increase in sales within 6 months.
- Applied data analysis techniques to identify operational inefficiencies and optimize inventory levels, leading to improved stock management and reduced instances of stockouts.
- Leveraged analytical insights to identify market trends and customer preferences, informing product selection and marketing initiatives.
- Tripled savings by implementing data-driven cost-saving measures and optimizing resource allocation.

Extracurricular Activities:

- ✓ SRC Welfare Com. Chairperson, CKT UTAS-2023/ 2024
- ✓ SRC executive council board member, CKT-UTAS- 2023/ 2024
- ✓ National Union of Presbyterian Students (Nups-G), CKT-UTAS Sub -coordinating and local branch General Secretary for 2023/2024 Spiritual and Academic year
- ✓ National Union of Presbyterian Students (Nups-G) UDS Coordination branch council member – 2023/2024

Conclusion:

As a junior data scientist/analyst, I am excited to bring my skills and enthusiasm to a dynamic team. Although I have no direct experience in the field, I have actively developed my skills through projects, online courses, and certifications. I am confident that my strong foundation in computer science and data analysis, combined with my effective teamwork spirit, make me an ideal candidate for a junior position.