

## SAMUELAKUFFO

Data & Systems Analyst | Harnessing Data for Strategic, Scalable Solutions

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## EDUCATION

**THE GEORGE WASHINGTON UNIVERSITY, School of Business,  
Master of Science, Information Systems Technology and Management (GPA: 3.72)**

**Washington, DC**  
May 2026

Specialization: **Cloud, Applications, and Information Technology** (Graduate Certificate expected May 2026)

Member, GW MBA Business Analytics Club; Member, GW Data Club.

Relevant Coursework: Python and Database Apps, Systems Development, Web Applications, Information Security, Cloud Apps.

**UNIVERSITY OF GHANA, School of Business,  
Bachelor of Science, Administration (Marketing)**

**Accra, Ghana**  
November 2021

## TECHNICAL SKILLS

- **Programming:** Python, R, JavaScript, HTML, CSS, Flask, React, Node.js, Express.js, Django, PHP, REST APIs
- **Databases:** MySQL, PostgreSQL, SQLite, MongoDB, NoSQL, IBM DB2, phpMyAdmin, Database Design, Normalization
- **Analytics:** Pandas, Scikit-learn, Data Wrangling, Data Modeling, Web Scraping, Time Series, EDA, Business Analysis
- **Visualization:** Tableau, Plotly, Matplotlib, Seaborn, Dashboard Creation, Business Insights
- **Systems:** Docker, AWS, IBM Cloud, Render, UML, SDLC, CI/CD, Web Dev, App Security, Authentication & Authorization
- **Tools:** Git/GitHub, Figma, Lucidchart, Bash, PowerShell, Windows CMD, ERD Modeling, Canva

## RELEVANT PROJECTS

- **Greenspot Grocer Data Engineering & Modeling:** Designed a normalized MySQL database for a grocery chain. Cleaned and transformed raw data in Jupyter using Python (Pandas), created relational schemas and ERDs, and wrote reusable SQL scripts to load, query, analyze and track revenue, profit, and stock. Built views for automated business reporting.
- **PriceBite:** Architected a scalable budgeting web application with backend logic for seasonal pricing, product filtering, and personalized recommendations. Designed overall system architecture, including data flow, component interaction, and integration points. Developed interactive UI/UX workflows in Figma to support user-centric design and maintainable front-end architecture, enabling data-driven decision-making.
- **Rumi Expense & Book Tracker:** Developed a Django + PostgreSQL application for managing expenses and book inventory with CRUD functionality. Built analytics dashboards and summary reports to track spending and inventory trends. Dockerized the system for containerized deployment, enabling scalability and future multi-user support.
- **Kanba-DO:** Built a modular JavaScript Kanban task management app (HTML, CSS, JS) with drag-and-drop, click-to-move, editing, and localStorage persistence. Added productivity analytics via Chart.js, multilingual UI with i18next, dark mode, and a sidebar with FAQ, insights, notifications, and language settings, giving users a customizable and data-driven workflow tool.
- **Mint Classics Data Analysis:** Conducted SQL-based analysis of vintage car sales and warehouse operations, identifying underperforming warehouses and low-demand SKUs. Developed actionable executive recommendations for inventory reallocation and warehouse consolidation. Improved operational efficiency and business profitability metrics using data-driven insights.

## EXPERIENCE

**GIHOC DISTILLERIES COMPANY LIMITED**

**Marketing Research and Development Officer**

**Accra, Ghana**  
November 2021 – June 2024

- Optimized departmental databases with IT using SQL, reducing processing time by 40% and improving data integrity for more reliable reporting and decision-making.
- Designed and automated SQL/Tableau workflows to analyze market trends and performance, streamlining reporting, accelerating insight delivery by 25%, and directly supporting product launch strategies that boosted sales by 10%.
- Conducted field research and consumer testing at major events (e.g., National Chocolate Week), translating insights into actionable input for new product development.
- Collaborated with IT, sales, and R&D teams to integrate data workflows, strengthening cross-functional communication and accelerating feedback loops.

**THE GEORGE WASHINGTON UNIVERSITY,  
Student Athletics Assistant (Broadcast & Marketing Support)**

**Charles E. Smith Center Washington, DC**  
September 2024 – Present

- Collaborate with athletics marketing team to coordinate game-day operations, enhance fan engagement, and ensure smooth execution to provide actionable insights for optimizing future events.
- Supported ESPN+ broadcasts by operating camera and assisting with setup and real-time graphics/replay. Collaborated with teams to execute tech-enabled events with precision and professionalism.

## ADDITIONAL INFORMATION

**Certifications:** IBM Data Science Professional Cert., Digital Optimization, AWS Certified Solutions Architect - Associate (In Progress)