

SAMUELAKUFFO

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• github.com/KwameSA/ • <https://kwamesa.github.io/portfolio/>

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business,
Master of Science, Information Systems Technology and Management

Washington, DC
May 2026

- GPA: 3.72
- Member, GW MBA Business Analytics Club; Member, GW Data.
- Areas of focus: Python and Database Apps, Info Systems Development, Web Applications, Information Security, Relational Databases, IT Project Management.

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

Accra, Ghana
November 2021

- Areas of focus: Marketing Research, Business Mathematics, Business Policy, Quantitative Methods, Sales

TECHNICAL SKILLS

- **Programming & Development:** Python, JavaScript, HTML, CSS, Flask.
- **Data Management:** SQL (MySQL, PostgreSQL, SQLite), IBM DB2, phpMyAdmin, NoSQL, Data Wrangling.
- **Data Science & Analysis:** Pandas, Scikit-learn, Matplotlib, Seaborn, Web Scraping, REST API Integration.
- **Visualization & Reporting:** Tableau, Plotly.
- **Modeling & Planning:** UML Design, SDLC.
- **Collaboration & Tools:** Git/GitHub, Figma, Lucidchart, IBM Cloud.

RELEVANT PROJECTS

- **Kanba-DO:** Built a dynamic Kanban task manager using HTML, CSS, and JavaScript, featuring drag-and-drop, dark mode, multilingual UI, and productivity analytics. Currently integrating Flask backend for task storage and form processing. (*ongoing*)
- **PriceBite:** Designed a student budgeting tool by gathering user needs, documenting workflows, and wireframing in Figma. Built a web application with interactive forms and seasonal price logic. Currently migrating the system to React and Vite to improve performance and modular scalability.
- **Falcon 9 First Stage Landing Prediction:** Extracted and cleaned SpaceX mission data using Python and web scraping. Applied exploratory data analysis and predictive modeling (Logistic Regression, KNN) to uncover key landing success factors.
- **Investment Firm Data Visualization:** Built interactive dashboards using Python and Tableau from scraped investment data. Enabled clearer insight into financial patterns and supported informed decision-making for analysts.
- **Sustainability Practices Report:** Analyzed internal and third-party data to assess ECOBANK Ghana's sustainability initiatives. Delivered a comprehensive report with actionable recommendations to enhance ESG strategies.

EXPERIENCE

GIHOC DISTILLERIES COMPANY LIMITED

Marketing Research and Development Officer

Accra, Ghana
November 2021 – June 2024

- Optimized departmental databases with IT using SQL, reducing data processing time by 40%. Improved data integrity, leading to more reliable reporting and better decision-making.
- Supported product launch planning by analyzing market trends and performance using SQL and Tableau, advising on quantity distribution and timing strategies, increasing sales by 10%.
- Conducted on-field research and consumer testing during major events like National Chocolate Week, transforming insights into product development input.
- Streamlined reporting using SQL workflows and Tableau, accelerating insight delivery and boosting engagement by 25%.
- Collaborated cross-functionally with IT, sales, and R&D teams to streamline data workflows and ensure faster feedback loops.

THE GEORGE WASHINGTON UNIVERSITY, Charles E. Smith Center

Student Athletics Assistant

Washington, DC
September 2024 – Present

- 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 Certificate; Digital Optimization Qualification.

Languages: English (Full Proficiency), Akan (Full Proficiency), French (Intermediate).