

SAMUEL AKUFFO

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• github.com/KwameSA/

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business,
Master of Science, Information Systems Technology and Management (GPA 3.67)

Washington, DC
May 2026

- Member, GW MBA Business Analytics Club; Member, GW Data.
- Areas of focus: Information Systems Development, Relational Databases, Web Applications Development, Python, Information Security, Information Technology 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 CAPABILITIES

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

RELEVANT PROJECTS

- **Kanba-DO:** Developed a task management platform using HTML, CSS, and JavaScript, integrating Kanban principles for streamlined workflows. Applied UML and planning methodologies to design system workflows. Improved task visibility and workflow tracking, enhancing user productivity and task management efficiency.
- **PriceBite:** Designed and developed a student budgeting tool by gathering requirements, creating UML models, storyboarding, and designing wireframes using Figma. Integrated seasonal price data to optimize cost forecasting.
- **Falcon 9 First Stage Landing Prediction:** Conducted data extraction and cleaning using Web Scraping and Python. Applied exploratory data analysis and predictive modeling (Logistic Regression, KNN) to analyze landing success patterns. Generated insights that supported data-driven landing strategy decisions.
- **Investment Firm Data Visualization:** Utilized Web Scraping, Python, and Tableau to create interactive dashboards visualizing investment data. Enabled data-driven investment recommendations and improved decision-making for financial analysts and portfolio managers.
- **Sustainability Practices Report:** Collected and analyzed sustainability-related data from internal and external documents to produce a comprehensive report on ECOBANK Ghana's practices. Delivered actionable insights and recommendations supporting the bank's sustainability initiatives and reporting.

EXPERIENCE

THE GEORGE WASHINGTON UNIVERSITY, Charles E. Smith Center
Student Athletics Assistant

Washington, DC
September 2024 – Present

- Operate cameras for ESPN+ broadcasts, assist with setup, breakdown and support graphics/replay, ensuring quality.
- Collaborate with cross-functional teams to execute events seamlessly and efficiently, maintaining professionalism.

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.
- Conducted product and market research with data analytics, refining strategies and increasing sales by 10%.
- Streamlined reporting processes by designing data workflows and using analytics tools. Enhanced decision-making speed, boosting audience engagement by 25%.
- Coordinated cross-functional teams to communicate data insights, driving strategic decisions for efficiency.

ADDITIONAL INFORMATION

Certifications: IBM Data Science Professional Certificate; Digital Optimization Qualification.
Involvement: HackerRank Participant; Frontend Mentor Participant.
Languages: English (Full Proficiency), Twi (Full Proficiency), French (Intermediate).