SAMUEL AKUFFO

Data-Driven Full-Stack Developer & Business Analyst | Bridging Business Needs with Scalable Tech Solutions
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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business, **Washington, DC**
Master of Science, Information Systems Technology and Management (GPA: 3.72) *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, **Accra, Ghana**
Bachelor of Science, Administration (Marketing) *November 2021*
Relevant Coursework: Marketing Research, Business Mathematics, Business Policy, Quantitative Methods, Sales

TECHNICAL SKILLS

- **Programming & Development:** Python, JavaScript, HTML, CSS, Flask, React, Node.js, Express.js, REST API Integration
- **Databases:** SQL (MySQL, PostgreSQL, SQLite), MongoDB, NoSQL, IBM DB2, phpMyAdmin, DB Design & Normalization.
- **Data Processing & Analytics:** Pandas, Scikit-learn, Data Wrangling, Data Modeling, Web Scraping
- **Visualization & Reporting:** Tableau, Plotly, Matplotlib, Seaborn
- **Systems & Architecture:** Docker, Cloud Platforms (IBM Cloud, AWS, Render), UML Design, SDLC, Web Development, CI/CD
- **Tools:** Git/GitHub, Figma, Lucidchart, Bash (Linux shell, Git Bash), Windows CMD & PowerShell, Canva, ERD Modeling.

RELEVANT PROJECTS

- **Apollonia Employee Management App:** Built and deployed a full-stack CRUD app for a dental clinic using Node.js, Express, MongoDB, and Docker. Implemented modal-based editing, multi-select departments, and DataTables sorting. Automated CI/CD via Render for seamless updates from GitHub.
- **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.
- **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:** Developed a budgeting web app with seasonal price logic, product filtering, and personalized budget recommendations. Designed workflows and UI in Figma, enabling users to identify optimal purchase times and avoid save with data-driven insights.
- **Falcon 9 Landing Prediction**: Scraped and cleaned SpaceX launch data in Python. Conducted EDA and built classification models (Logistic Regression, KNN) to predict first-stage landing success.
- **Tech Stock Analysis:** Analyzed 5 years of tech stock data (Python, yfinance). Built Tableau dashboards with SMA, EMA, volatility, and correlation to support investment decision-making.
- **ESG Report:** Analyzed Ecobank Ghana's ESG data delivering actionable recommendations to enhance sustainability initiatives.

EXPERIENCE

GIHOC DISTILLERIES COMPANY LIMITED **Accra, Ghana**
Marketing Research and Development Officer *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.
- Analyzed market trends and performance with SQL and Tableau to support product launch planning. Advised on distribution quantities and timing strategies, contributing to a 10% sales increase.
- 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 **Washington, DC**
Student Athletics Assistant *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 Cert., Digital Optimization, Microsoft Business Analyst Cert. (In Progress)