

SAMUELAKUFFO

District Heights, MD • Willing to Relocate • (240) 791-7558 • samuel.akuffo1@gwu.edu
• [linkedin.com/in/samuel-akuffo-nb/](https://www.linkedin.com/in/samuel-akuffo-nb/) • github.com/KwameSA/ • kwamesa.github.io/portfolio/

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.
- 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, **Accra, Ghana**
Bachelor of Science, Administration (Marketing) *November 2021*

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

TECHNICAL SKILLS

- **Programming & Development:** Python, JavaScript, HTML, CSS, Flask, React.
- **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, Windows, macOS, Linux, Bash/Shell, Canva

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 **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.
- 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 **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)

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