ADJABENG SENANU, M.ENG

FLENSBURG, DE | +49 15226175744 | senanuadjabeng1@gmail.com

www.linkedin.com/in/adjabengsenanu

PROFESSIONAL EXPERIENCE

Data Analyst

Roots Consult Limited, Madina – Ghana | August 2020 - August 2021
• Leveraged data analytics to enhance project management, optimising processes and driving cost savings.
• Utilised statistical modelling to forecast project timelines, resulting in timely completion and significant savings.
• Developed comprehensive documentation protocols, ensuring data integrity and ease of analysis.
• Identified potential project risks through data analysis, ensuring proactive mitigation.

Data Analyst

Nexans Kabelmetal Ghana Limited, Tema – Ghana | September 2017 – May 2020
• Analysed production data to drive the introduction of 5 new products, optimising manufacturing processes.
• Implemented data-driven initiatives that led to a 70% reduction in waste and inefficiencies.
• Championed data visualisation techniques to communicate insights, influencing critical business decisions.
• Collaborated with cross-functional teams to develop a central data repository, streamlining data access and analysis.
• Played a pivotal role in sales data analysis, leading to market share expansion and identification of poor sales regions for improvement.

EDUCATION

M.ENG in Energy and Environmental Management | Europa Universität Flensburg, Germany

BSc in Electrical and Electronics Engineering | University of Mines and Technology, Tarkwa - Ghana

PROJECTS

1. **Annual Global Electricity Consumption Analysis**: Prepared, explored, and visualised annual

global electricity consumption by country using Python, providing insights into energy consumption patterns and aiding in strategic decision-making.

2. **Loan and Web Traffic Forecasting with Neural Networks**: Applied Long Short-Term Memory (LSTM) neural networks to predict loan preprocessing outcomes and forecast web traffic data, enhancing the accuracy of predictions and facilitating resource allocation.

3. **Energy Demand Forecasting for Ontario, Canada:** Utilised the Prophet forecasting model to predict the future energy demand of Ontario, aiding in energy resource planning and optimisation.

4. **Sales Data Analysis using Time Series Models**: Deployed ARIMA and SARIMA models for in-depth sales data analysis, providing actionable insights into sales trends and seasonality.

5. **Clothing Forecasting for SimpleBuy**: Developed Linear Regression and Random Forest models to forecast clothing demands for SimpleBuy customers, ensuring continuous availability and optimising inventory management.

6. **COVID-19 Analysis**: Conducted an in-depth COVID-19 Analysis using SQL and Tableau, providing insights into various geographies' impact on targeted restriction measures.

7. **Movie Analysis**: Utilised Python for a comprehensive Movie Analysis to determine the correlation between movie budgets and their gross earnings, influencing budget allocation for future productions.
8. **Bike-sharing company**: Analysed cyclist data using R, creating targeted adverts and marketing strategies for a bike-sharing company.

9. **Montereal Wind Data:** Contributed to the analysis of wind energy data in Montreal, Canada, aiding the proposal for wind farm development and resource allocation.

AREAS OF EXPERTISE

• Statistical Modeling
• Time Series Forecasting (ARIMA, SARIMA, Prophet)
• Neural Networks (LSTM)
• Data Cleaning & Manipulation
• Predictive Analytics
• Data Visualisation (Tableau, Python)
• SQL & Database Management
• Python, R, Tableau
• Project Management & Documentation