

BENEDICT OPUNI DEBRAH

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EDUCATION

Kwame Nkrumah Of Science and Technology, Ghana

Bachelor Of Science in Statistics

2020 -2024

Corporate Finance Institute, Canada

Financial Modelling and Valuation Analysis

2022 - 2023

WORK EXPERIENCE

Wookins Platform, Market Research Analyst Intern

October 2022 – December 2022

- Scraped Google Maps data of fashion shops in Ghana using a Python autoscraper and Selenium for data, which led to 980 vendors reach out.
- Successfully interpreted market data to identify key metrics and draw conclusions
- Assisted data scientists with analysis that increased sales performance by 21%
- Conducted competitive analyses on the price, sales, and marketing of competitors' products using Google BigQuery and Google Analytics, which contributed to the company's strategy and identifying customer needs and demands
- Documented research reports and presentations of findings to management using Tableau and PowerPoint.

Ingressive For Good, Data Analytics Lead

August 2022 – Present

- Ensured that technical operations ran smoothly by monitoring and assessing programs
- Leading the data department in training students in the field of data science

KPMG Australia, Data Analyst Virtual Experience Participant

July 2021 – November 2021

- Utilized Microsoft Excel to assess data quality and completeness in preparation for analysis.
- Performed analysis on high value customers based on customer demographics and attributes using RFM model in Excel
- Built a dashboard using Tableau to communicate findings and insights to stakeholders

PROJECTS

Social Buzz Data analytics Project

Performed analysis of social buzz content categories that highlights the top 5 categories with the largest aggregate popularity and presented to clients using SQL, Python and Microsoft Powerpoint

Sprocket Sales

Extracted data from sprocket database using SQL and performed analysis on sales and revenue using Tableau and Excel

SKILLS

Technical Skills: Data Cleaning, Scraping, Data Analysis, Data visualization, Dashboards, ETL, Supervised Machine Learning, Financial Analysis, Financial Models (3-statements, DCF)

Software and Analysis Tools: Python (pandas, numpy, matplotlib, scikit-learn, pymongo), SQL, Google Analytics, Tableau, Google BigQuery, HTML, SAS JMP Pro, R programming (Beginner), Proficient in Microsoft Office

Soft Skills: Critical thinking, Team work, Team Leadership, Communication, Problem-solving, Analytical skills

Language: Fluent in English and Twi

CERTIFICATIONS

- Google Data Analytics Professional certificate
- SQL for Data Science
- Accenture Data Analytics Virtual Participant

[Reference](#)

VOLUNTEER ACTIVITIES

- Contributor to Wikipedia Foundation, Open-Foundation West Africa
- Co-Lead Ambassador, Ingressive for Good - Data department (KNUST)

August 2022 – Present
September 2022 – Present