Daniella Akpoguma

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GitHub: https://github.com/daniellaakpoguma

Education

Saint Mary's University
- **Major**: Computing Science & Business Administration
- **Cumulative GPA**: 4.0

Algonquin College   *2022 - 2025*
- Advanced Diploma in Computer Engineering Technology
- **Cumulative GPA**: 3.9, **Dean's List** (all semesters)
- **Relevant Coursework:** Technical Communication for Engineering Technologies, Technology Report Preparation, Project I & II, Introduction to Database, Business Intelligence and Data Analytics, Software Design and Testing, Data Structures

Skills

- **Data Analysis & Reporting**: SQL, Power BI, MS Excel, Jupyter Notebook
- **Business & Collaboration Skills**: Requirements Gathering, Stakeholder Communication, Reporting & Documentation, Team Collaboration, End-User Support
- **Programming & Automation**: Python, Java, HTML, CSS, JavaScript
- **Software Development & Methodologies**: SDLC, Agile, JUnit/Selenium
- **Developer Tools & Cloud Platforms:** Git/GitHub, VS Code, Visual Studio, Draw.io, Azure
- **Operating Systems:** UNIX/Linux (SSH), Windows

Projects

Capstone Project
Algonquin College   *May 2024 – December 2024*

- **Led a team of four to develop a data-driven platform** for Canadian small businesses to support decision-making across social media performance, SEO, cybersecurity awareness, and financial insights, over 8 months.
- **Followed SDLC and Agile methodologies**, working in bi-weekly sprints with sprint planning and reviews to manage scope and track progress.
- Created **Gantt charts and Work Breakdown Structures (WBS)** to plan sprints, assign tasks, and track progress across multiple project streams, ensuring timely delivery of features.
- **Met regularly with non-technical stakeholders** to clarify and translate requirements.
- **Designed the system architecture** and data workflows using use case and sequence diagrams

- **Developed Python-based data processing and automation scripts** on a UNIX/Linux server via SSH, working with real-world datasets that required cleaning and validation.
- **Designed and maintained a MongoDB database** and scheduled daily updates to preserve data integrity.
- **Built dashboards and visualisations** using Streamlit, Pandas, and Matplotlib to make results understandable for both technical and non-technical audiences.
- **Led bi-weekly progress reviews**, incorporating feedback into subsequent sprints and adjusting scope when technical or time constraints emerged.

Customer Lifetime Value Analysis on Amazon Prime Users
- Conducted **customer lifetime value (CLV) analysis** using a simulated dataset to estimate long-term customer profitability.
- Applied advanced **Excel functions (COUNTIF, INDEX, MATCH)** to segment users and calculate customer value metrics.
- Built **Pivot Tables and Pivot Charts** to analyse trends and visually communicate insights.
- **https://github.com/daniellaakpoguma/Data-Analsyt-Portfolio/tree/main/CLV%20 Analysis%20On%20Amazon%20Prime%20Users**

Experience

Peer Tutor
Algonquin College   *2023–2025*
- **Provided one-on-one academic support** to 1–2 students per week in computer science and math courses, improving understanding and course performance.
- **Translated complex technical concepts into clear explanation**s, adapting to individual learning styles.

Retail Associate
Marshalls   *September 2025 - Present*
- Delivered **customer-focused service** to 30+ customers per shift in a fast-paced retail environment, handling POS transactions, returns, and inquiries accurately.
- **Balanced school commitments with work responsibilities**, demonstrating time management, reliability, and punctuality.
- **Collaborated with team members** to manage inventory, fitting room operations, and daily store goals efficiently.

Extracurriculars

Women in Business – 2nd Year Representative
Saint Mary's University

- **Represented second-year students** in a business-focused student organisation, supporting event planning and student engagement initiatives
- **Strengthened leadership, communication, and teamwork skills** in an academic and professional setting