

CONTACT

Samantha Nthamane Maphake

Burgersfort, 1150  
0822643345  
samanthamaphake@outlook.com

OBJECTIVE

I'm a final-year Bachelor of Information Technology student at Belgium Campus with a strong interest in working with data. I've always been curious about how data works and how it can be used to solve problems. Through my coursework, I've built solid skills in tools like SQL, Python, R, Power BI, and Excel. I've worked on tasks like data preparation, cleaning, visualizing trends, and applying basic machine learning techniques. I'm someone who learns quickly, and I'm now looking for an opportunity where I can grow in a data-related role and keep developing my skills.

EXPERIENCE

May 2025 - Present

- Sales Consultant**  
Self-Employed, Burgersfort 1150
  - Greeted and assisted customers, providing expert advice on fragrance selections based on individual preferences.
  - Demonstrated product features and benefits to increase customer engagement and sales.
  - Managed inventory levels, tracked sales, and maintained accurate records of daily transactions.
  - Developed repeat business by building strong customer relationships and offering personalised service.
  - Monitored sales trends to adjust recommendations and meet or exceed monthly sales targets.

EDUCATION

2022 - Present

- Belgium Campus Itiversity**  
Bachelor of Information Technology  
Akasia, 0182

2016 - 2020

- Mogale Wa Bagale Technical High**  
National Senior Certificate  
Burgersfort, 1150

SKILLS

- Data Analysis & Visualization (Excel, Tableau, Power BI)
- SQL (data querying, joins, aggregations)
- Python for Data Analysis (Pandas, NumPy, Matplotlib, Seaborn)
- Data Cleaning & Preparation
- Database Management (MySQL, PostgreSQL, SQL Server) I
- Statistical Analysis (descriptive, inferential statistics)
- Business Intelligence (BI) Reporting
- Trend Analysis & Forecasting
- Data Modeling & ETL Processes
- Data-Driven Decision Making
- Identifying Patterns & Anomalies in Datasets
- Communication of Insights to Non-Technical Audiences
- Attention to Detail & Accuracy
- Report Writing & Dashboard Storytelling
- Time Management & Prioritization
- Critical Thinking & Problem Solving
- Adaptability
- Team Collaboration
- Customer Service

## PROJECTS

---

- **Final Year Project: Aviation Safety**  
Designed and implemented a system to monitor pilot fatigue levels using key biometric and behavioral indicators, helping identify signs of exhaustion during flights. The project focused on improving flight safety by applying data analysis techniques to simulate real-world aviation scenarios.
- **Customer Loyalty Prediction: Machine Learning Models**  
Built and evaluated machine learning models to predict customer loyalty outcomes for a banking environment. Applied classification algorithms to analyze customer data and identify patterns that indicate retention or churn, with the aim of supporting customer engagement strategies.