

# SENYO PAKU

Data Analyst

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## **PROFESSIONAL SUMMARY**

My background in sales and business development is a foundation for data analytics, having consistently used market trends and sales forecasts to drive strategy. I now formalize this analytical approach by using Python and SQL to automate data collection and analysis, replacing intuition with data-driven evidence. My experience presenting insights in board meetings directly translates to building clear, actionable Tableau and Power BI dashboards that guide executive decision-making.

## **TECH STACK**

**Languages:** Python, SQL

**Libraries:** Pandas, NumPy

**Data visualization:** Advanced MS. Excel, Power Bi, Tableau

Statistical methods, data mining techniques and VLOOKUP and XLOOKUP experience. Data cleaning, wrangling, and preprocessing.

**Soft skills:** Presentation & facilitation, Business Communication, Teamwork and Interpersonal Skills.

## **WORK EXPERIENCE**

### **Data Analyst Bootcamp Graduate,**

Generation Ghana

August – 2025

- Created and presented data visualizations using Tableau and Power BI resulting in better presentation skills and a deeper understanding of data storytelling
- Demonstrated strong teamwork and problem-solving skills through group projects resulting in successful project completion and achievement of team goals
- Developed confidence in presenting complex data insights to stakeholders, leading to enhanced communication skills and increased self-assurance in professional settings
- Thrived in high-pressure environments, collaborating with individuals from various backgrounds, fostering a cooperative and productive work environment even in challenging situations.

### **Sales and Marketing Executive, Eli Beach Resort**

June – Dec. 2024

- Feeding hotel with clients which occupancy rates increased by 20% over my period of stay
- Improved customer engagement on company social media account by replying messages and attending to their questions on regular basis
- Revenue also went up by 20% over the period
- Engaging clients when whenever I am on premise to make sure they feel at home and also attending to their demands and queries

### **Business Development Representative, Accra Brewery Limited. Accra**

April 2018 – Dec 2023

- Managed a portfolio of 1 distributor, over 50 wholesalers and over 200 clients, ensuring 80%+ retention.
- Identified and established 5+ new sales channels, increasing revenue streams.
- Coordinated with head office to ensure 98% on-time stock delivery, reducing shortages.
- Participated in monthly board meetings, presenting market trends and sales forecasts.
- Led a team of six, achieving and exceeding sales targets by 15% on average.

- Handled two festivals yearly during my time at Ada (Asafotufiam and Prampram Homowo festivals) and Breku (Awubia and Senya Breku festival) running promo's, supporting events and ensuring visibility and availability of all products during the period

## **KEY ACCOMPLISHMENTS**

Led a team of six to consistently exceed sales targets by an average of 15%, directly resulting in my distributor winning the "Most Improved Distributor" award. Achieved this through rigorous performance management and optimizing logistics to ensure 98% on-time stock delivery, eliminating shortages and maximizing sales opportunities.

## **EDUCATION & CERTIFICATION**

### **Higher National Diploma Accountancy.**

Ho Technical University, Ho.- June 2016

### **Bachelor Of Commerce (Marketing)**

University of Cape Coast, Cape Coast- till date

Data Analytics Job Simulation

Certificate of Completion October 19th, 2025

Data Analysis Program

Generation Ghana, November 2025

## **PROJECTS**

### **GENERATION**

#### **Title: Coffee Shop**

Created a visual report and dashboard using Power BI desktop. It was an analysis on sales during various times in a day and promo activities to see what drives sales in the coffee shop and which time is most productive within the day

#### **Title: Customer Segmentation and Behavior Analysis: A Data-Driven Approach to Marketing**

#### **Optimization**

Case Study: Analysing sales data of clients from various outlets

Analyzed financial records to generate insights for the growth of the company. Cleaned and analyzed the data for insights using Python and Power

## **PORTFOLIO**

### **portfolio**

## **REFERENCES**

Available upon request in compliance with Data Protection Regulations