Justice Osei Boateng

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Summary of Skills & Qualifications:

Over 3 years of experience in Data Analytics, Statistical Modeling, and Data Management:

- Master's Degree in Statistics with concentration in applied statistics and data mining.
- Bachelor's Degree in Economics and Statistics.
- Experienced in SAS programming including SAS/BASE, SAS/STAT, SAS/SQL, SAS/OR, SAS/ETS, SAS/IML
- Strong communication skills. Proficient in English, and upper intermediate fluency in Russian.
- Knowledge and experience in but not limited to:

  - Data Mining Techniques using Decision Trees (CART/C5.0), logistic regression, Clustering techniques, Neural Networks, and market basket analysis.

  - Use SAS/SQL and Microsoft Access to manipulate and query data contained in a relational database.

  - Predictive Modeling, Discovery Modeling, Generalized Linear Models, Quantitative Analysis using Regression analysis, Principal Component, Factor Analysis, and Econometrics using SAS, R and JMP.

  - Time Series and forecasting Analysis using PROC ARIMA, GARCH models, Spectral Analysis using SAS/ETS and R.

Software Skills:

- Statistical Software: SAS, R (writing functions in R, Simulations and Resampling Techniques), SAS Enterprise Miner, MATLAB, Python, Tableau.
- Microsoft Office Suite: Word, Excel (VLOOKUP and Pivot tables), Access (SQL queries and Relational Database Design)

Professional Experience:

Sr Marketing Analyst, Restaurant Brand International (Burger King)   August 2022 – Nov 2022

- Supported our national marketing strategy, through analyzing our sales, profit, product mix, and consumer insights data across business segments.
- Analyze topline (sales and traffic) and profit results across our restaurant base.
- Assess promotional activity, including topline, product mix, guest segmentation and geographic results using internal and third-party software.
- Identify root causes of performance from key initiatives.
- Create regular marketing reports using product mix and consumer insight data to contribute to marketing strategy.
- Present weekly marketing reports to senior leadership.
- Develop pricing and promotional strategy using financial modelling.
- Support our field team with local analyses, including supporting local marketing meetings.

- Analyze competitor data including guest segmentation, product mix, daypart, geographic and service mode insights.

Full Time Instructional Faculty, Statistics and Mathematics
State College of Florida, Manatee-Sarasota   **August 2019 – May 2022**
- Taught all courses as assigned (Statistics, College Algebra, Topics in Mathematics)
- Delivered course content with relevant Statistical and Mathematical software such as StatCrunch, TI-83/84 plus, Excel etc.

Adjunct Faculty
Statistics Department, University of Akron, Wayne College   **August 2018 – May 2019**
- Taught all courses as assigned (Statistics, Algebra for Calculus, Pre-Calculus)

Education:
- The University of Akron
- St. Petersburg State University of Economics, St. Petersburg, Russia.

References available upon request