Kwaku Gyimah

Business Intelligence, Economics and Markets Researcher

Passionate in Business Intelligence with expertise in data analysis and strategic business development. Eager to contribute analytical insights and data-driven decision-making in dynamic industries.

kwakugyimah4646@gmail.com
Website : https://kwakugyimah4646.wixsite.com/my-site

Core business

PHASE 3 **Skill development**

I've built a robust professional network, evident in roles like Junior Business Developer. Engaging decision-makers and maintaining connections, I've honed skills in appointing high-potential teams. The 1-month Brainnest Data Analysis program complemented roles like Business Developer, showcasing adaptability and high-potential staff mobilization. Transitioning from a Quantitative Trading Analyst to a Junior Business Developer showcased my flexibility. Academic projects, like the CESIM Global Challenge and Biofuel Consumption thesis, demonstrate a commitment to monitoring trends. Mentorship from Dr. Baptiste Bonnier enriched my skills, fostering a holistic approach to econometrics. My journey reflects a strategic blend of academic pursuits and skill development.

PHASE 1 **Evaluation**

My expertise in evaluating documents and results is honed through academic and professional endeavors. Thorough analysis in projects like my Master's thesis and business development roles has refined my discernment of quality and added value. Openness to critique is ingrained, as seen in projects and mentorship, shaping my ideas based on diverse perspectives. In roles like a Quantitative Trading Analyst, I consistently assess not only my work but also that of my team, fostering a culture of constructive feedback. This adaptability underscores my commitment to continuous improvement and a collaborative approach.

PHASE 2 **Information management**

I am adept at efficiently utilizing research tools, ensuring a thorough understanding of various subjects. In roles such as a Junior Business Developer and Quantitative Trading Analyst, I critically assessed, judged, and maintained the reliability of information, implementing streamlined information-gathering systems with the use of technology. Moreover, my academic studies included courses in SQL and database processes, contributing significantly to my skill set in information

PHASE 3 **Expertise and methods**

My expertise in business intelligence evolved through a comprehensive academic journey. My thesis on Biofuel Consumption showcased hypothesis formulation and advanced time series analysis. Analyzing global STEM salaries with R programming showcased my versatility. I defend research findings constructively which was evident in my thesis defense. Engaging tools like Power BI for video game industry analysis reflects adaptation to recent advancements. Overall, my proficiency in business intelligence is rooted in mastering key concepts, adapting to advancements, engaging globally, and employing diverse investigative methods. Adapting tools like Power BI and R programming highlights my interdisciplinary approach.

Personal and relational qualities

PHASE 2 **Communication**

From defending my thesis on Biofuel Consumption to roles as a Junior Business Developer and Quantitative Trading Analyst, I've adeptly communicated complex analyses. Proficiency in English, a sub-level in French, and a multicultural background enhance my global communication capabilities

PHASE 1 **Collaboration**

I've cultivated robust collaborative networks through various roles. As a Junior Business Developer at Conesult, I not only generated leads but also established connections with decision-makers, expanding the company's network. Engaging in international projects like the CESIM Global Challenge enhanced my ability to work within partnership frameworks, evaluating shared interests and potential conflicts. My role as a Quantitative Trading Analyst at Sage Distribution Limited involved constant collaboration, monitoring international market performance, and fostering relationships with stakeholders. This contributed to my recognition as an authority in market analysis and forecasting.

PHASE 3 **Analysis, synthesis and critical thinking**

My Biofuel Consumption thesis required meticulous analysis of time series data, showcasing my ability to scrutinize complex information. Collaborative projects like the BI Analysis and STEM salary analysis with R demanded analyzing diverse perspectives, fostering a nuanced understanding. Whether analyzing market trends as a Quantitative Trading Analyst or exploring behavioral economics in my Master's, I approach reasoning without ideological bias, allowing for a dynamic and objective perspective.

PHASE 1 **Open-mindedness and creativity**

Seizing opportunities defines my approach, as seen in transitioning from a Quantitative Trading Analyst to a Junior Business Developer. This demonstrates cleverness in recognizing and capitalizing on new prospects. Interacting with diverse cultures is intrinsic. Whether collaborating with a team during the CESIM simulation or seeking guidance from professionals like Mr. Toni Babic, I've demonstrated the ability to accommodate cultural differences, fostering effective collaboration.

PHASE 3 **Commitment**

My commitment is rooted in a clear understanding of my motivations. Efficiently dealing with routine aspects is seen in roles like a Quantitative Trading Analyst, where monitoring market performance became a routine task. Learning from mistakes is ingrained in my approach. The STEM salary analysis, for instance, provided insights into refining methodologies after recognizing initial shortcomings. Bouncing back from failures is evident in my master thesis where I consistently tried different time series models to get the right fit.

PHASE 3 **Integrity**

My commitment to integrity is paramount. Adhering to the standards of entities is ingrained in roles like a Junior Business Developer, where I meticulously followed industry norms. Integrity in data processing and dissemination is evident in my academic and professional projects, ensuring accuracy and transparency. Upholding confidentiality and anonymity is inherent, especially in studies like the Biofuel Consumption thesis, where ethical considerations were central. Commitment congruence is reflected in roles like a Quantitative Trading Analyst, where actions consistently aligned with communicated strategies. Any potential conflict of interest is openly declared, ensuring transparency in professional interactions.

PHASE 1 **Balance**

I leverage self-awareness to harness my strengths effectively, evident in roles like a Junior Business Developer and a Quantitative Trading Analyst. Recognizing the limits of my knowledge, I seek support when needed, demonstrated in collaborations with professionals like Mr. Toni Babic. I consider my practices within the bigger picture, fostering a holistic approach seen in projects like the Biofuel Consumption thesis and STEM salary analysis. Continuous development is a priority. Seeking opinions from peers, exemplified in academic and

professional projects, helps correct weaknesses. Balancing career and personal life is intrinsic, ensuring a well-rounded approach to personal and professional growth.

PHASE 3 **Listening and empathy**

In my Junior Business Developer role, understanding the needs of clients required active listening and adapting strategies accordingly. My ability to listen and empathize has been honed through diverse professional and academic experiences. Collaborating in the CESIM Global Challenge involved comprehending diverse perspectives, showcasing my adaptability to different fields of expertise and cultures. Seeking guidance from my Supervisor Dr. Baptiste- Bonnier underscores my commitment to understanding varied perspectives during my master's thesis.

PHASE 3 **Negotiation**

Notably, I engaged in negotiations with major suppliers like BP oil and Glencore during my tenure at Sage, shaping contracts for diverse consignments. Furthermore, I have enriched my negotiation skills by completing a course in experimental economics, integrating new tools for enhanced proficiency.

Business management and value creation

PHASE 2 **Project management**

I did a course in project management during my Masters, providing me with additional tools and frameworks to excel in this crucial aspect of professional responsibility. In my role as a Trading Analyst at Sage, I not only monitored industry trends but also initiated a project on Oil Price prediction, ensuring that deliverables aligned seamlessly with strategic priorities. I demonstrated efficiency in resource management, preparing accurate delivery forecasts while adhering to budget constraints.

PHASE 1 **Managing change**

In my Master's thesis project, I showcased my capacity to adapt approaches. In the face of evolving research dynamics, I adjusted methodologies, demonstrating a proactive response to imperatives and changes in project requirements. In essence, my ability to manage change has evolved through practical experiences, showcasing adaptability in project organization, a proactive response to imperatives, and strategic seeking of advice to ensure informed decision-making.

PHASE 3 **Managing risks**

Academically, I did courses in International Risk Management, providing a theoretical foundation. Additionally, I applied this knowledge through practical projects addressing international risk, contributing significantly to my comprehensive understanding of project-related risks, control mechanisms, and the integration of corporate social responsibility in effective project management. In my Quantitative Trading Analyst Role, I meticulously monitored international market performance, identifying and effectively controlling various political risks.

PHASE 3 **Decision-making**

My decision-making skills have flourished in multifaceted roles. As a Quantitative Trading Analyst, I made informed decisions at various project phases, such as market analysis and forecasting. The CESIM Global Challenge demanded strategic decision-making for an automotive firm across diverse markets, showcasing my ability to navigate complex scenarios. In the business development role at Conesult, I assisted line management by providing data-driven insights for major decisions. This involved generating leads, conducting industry trend analyses, and evaluating potential opportunities, highlighting my role in supporting high-level decision-making processes.

PHASE 1 **Obtaining and managing funding**

In the CESIM Global Challenge, managing the automotive firm's budget involved strategic

decision-making, demonstrating my ability to navigate economic considerations.

PHASE 2 **People management**

As a Junior Business Developer, I fostered teamwork by encouraging and recognizing contributions, creating a collaborative environment. Also, being a team player is inherent in roles like the CESIM simulation, where I actively contributed to strategic analyses, market evaluations, and decision-making for the automotive firm.

PHASE 2 **Producing results**

Academic endeavors, such as the Biofuel Consumption thesis, required a nuanced understanding of policies and processes related to publishing and exploiting research outcomes. By engaging with these policies, I ensured that the results were disseminated effectively within the academic community. Professionally, I consistently performed in my market analysis for Crude and oil products where I explored fundamental demand and supply, political, economic risk and more.

PHASE 1 **Intellectual and industrial property**

Academic projects, such as the BI Analysis and the Biofuel Consumption thesis, required a nuanced understanding of copyright rules in data analysis and research publication. This involved ensuring proper citation and adherence to copyright regulations in the dissemination of findings. Furthermore, my experience in the business development sector, particularly as a Junior Business Developer, emphasized the importance of controlling the release of information. Engaging in strategic discussions with decision-makers underscored the need for prudent information management to maintain a competitive edge.

PHASE 2 **Customer focus**

In the trading sector, I monitored international market performance, staying attentive to trends and information crucial for decision-making. Engaging with suppliers and customers in this role emphasized the importance of effective communication in a global market context. As a Junior Business Developer, I actively engaged in gathering information on customer needs, developing new business proposals, and conducting market research.

Strategy and Leadership

PHASE 3 **Strategy**

I took courses in Behavioral economics, game theory, and diagnostics and analysis of market strategies. These courses enriched my strategic insights, providing a robust foundation for addressing complex challenges in different market scenarios. In the CESIM Global Challenge, managing an automotive firm involved understanding the strategic directions of markets (USA, Europe, Asia) over 12 financial years. This required intricate knowledge of each market's dynamics, aligning my project.

PHASE 3 **Leadership**

As a Junior Business Developer, I exercised leadership by developing new business proposals, generating leads, and conducting data analysis for management strategy. The persuasive communication skills honed in this role enabled me to enlist support for projects and build alliances with stakeholders. In the CESIM Global Challenge, I demonstrated leadership in managing an automotive firm's strategic analysis, planning, and decision-making across multiple markets. This encompassed mobilizing skills and managing human resources, showcasing my ability to lead and influence even in a project where I wasn't officially in charge.