

## DANIEL ANSAH AKROFI

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[LinkedIn](#) | [GitHub](#) | [Website](#) | [Warwick profile](#)

### PROFESSIONAL SUMMARY

Data science PhD researcher with a commercial strategy background and strong grounding in Python-based analysis, machine learning, NLP, statistical modeling, and behavioral analytics. Builds reproducible workflows to collect, clean, model, and interpret digital trace and consumer behavior data. Experienced translating quantitative and mixed-method evidence into decisions for academic, public-sector, financial-services, FMCG, energy, and automotive stakeholders.

### TECHNICAL SKILLS

#### Programming & analysis

Python (pandas, NumPy, scikit-learn), R/RStudio, SQL, Jupyter notebooks

#### Machine learning & statistics

Regression, hypothesis testing, predictive modeling, feature engineering, model evaluation, cross-validation, causal inference fundamentals

#### NLP & text analytics

Text classification, embeddings, topic modeling, sentiment analysis, named entity recognition, preprocessing pipelines

#### Data engineering

ETL workflows, web scraping, REST APIs, nested JSON processing, schema mapping, deduplication, data validation

#### Tools & delivery

Git/GitHub, reproducible research workflows, presentation decks, stakeholder reporting, Microsoft Office

### RESEARCH & DATA SCIENCE EXPERIENCE

#### PhD Researcher, Business & Management | Warwick Business School | Coventry, UK | Oct 2024-Present

- Researching speculative expectations in online product communities, linking digital discourse, search behavior, participation dynamics, and sentiment to post-release market outcomes.
- Designing release-relative analytics workflows for product launches, including pre/post launch collection windows, data cleaning, feature engineering, and outcome measurement.
- Applying NLP methods to classify speculation, uncertainty cues, proposition scope, sentiment, and discourse themes in user-generated text.
- Using statistical modeling and comparison logic to test whether pre-launch discourse patterns are associated with post-launch sales, review, and engagement outcomes.
- Preparing thesis outputs and portfolio-ready analyses that combine interpretable modeling with business-facing implications for platform and product teams.

#### Postgraduate Research Assistant | Warwick Business School, ISMA Group | Coventry, UK | Jan 2024-Jun 2024

- Conducted research for Dr. Hila Lifshitz-Assaf on AI adoption, digital platforms, and data-driven innovation.
- Monitored emerging AI developments, reviewed academic and practitioner evidence, and translated findings into weekly decks and concise written briefings for companies, academic groups, and teaching contexts.
- Used AI-assisted research workflows to accelerate evidence gathering, synthesis, and presentation development while maintaining source traceability.

#### Postgraduate Teaching Assistant | Warwick Business School | Coventry, UK | Nov 2024-Jul 2025

- Taught Marketing and Digital Marketing Technology & Management seminars, leading discussion of marketing literature, industry trends, analytics, platform data, and AI-enabled marketing practice.
- Collaborated with lead faculty to develop teaching materials and support seminar groups of approximately 50 students.
- Received Outstanding Contribution to Teaching award, PhD Student category, Warwick Business School, 2025.

### COMMERCIAL ANALYTICS & STRATEGY EXPERIENCE

#### Communication Strategy Consultant | Independent | Accra, Ghana | Sep 2020-Aug 2022

- Produced evidence-based communication strategy documents, radio scripts, press copy, and out-of-home copy for public-sector, financial-services, and agency clients.
- Key agency/client experience included PATMOS-I, Ministry of Finance, Standard Chartered, SDGs Ghana, Sacrefilms Multimedia, Adams 360, and Total Ghana.
- Turned research findings and strategic evidence into practical messaging, campaign direction, and stakeholder-ready documents.

#### Strategy & Creative Lead / Head | Adams 360 Marketing Agency | Accra, Ghana | May 2016-May 2019

- Led in-house strategy, research, and creative teams across 10 international brands, spanning FMCG, energy, financial services, automotive, and retail sectors.
- Designed, conducted, and reported primary and secondary consumer research projects; translated market, customer, and competitor evidence into client strategy and campaign recommendations.

- Delivered more than 30 creative and strategy presentations to clients and served as head copywriter for at least 16 campaigns.
- Supervised up to 23 media productions, including 2 TV productions, 5 pitch videos, and 16 radio adverts.
- Supported Total Excellium Ghana launch strategy; client revenue increased 11.9% from 2016 to 2017, its strongest year-over-year growth in five years. The launch plan was later adapted for Liberia.
- Promoted to Strategy Lead at 24 and Creative Lead at 26, becoming the youngest lead in the agency's 20-year history.

**Strategic Planner** | Adams 360 Marketing Agency | Accra, Ghana | May 2013-Apr 2016

- Crafted communication strategies for 5 international and 4 local brands, using brand, market, and customer insight analysis to guide positioning and campaign decisions.
- Contributed to 5 marketing research projects and delivered more than 20 client presentations.
- Designed and implemented data-informed digital strategies for 2 FMCG brands, growing each brand's social media fanbase by more than 20,000 and increasing online impressions by more than 500%.
- Contributed to STAR Beer relaunch and Taste Guru campaign work, helping rebuild the brand from #4 to #2 lager brand in Ghana by 2016.

## SELECTED ANALYTICAL PROJECTS

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**Online product community launch analytics** | PhD research project

- Analyzes public online community discourse around product launches, combining collection workflows, text preprocessing, NLP feature extraction, sentiment analysis, and release-relative outcome analysis.
- Designed to support a public GitHub repository using online community data, documented notebooks, reusable Python scripts, and clear research-to-business interpretation.

**Causal analysis of box office performance** | MSc thesis

- Quantitative study of whether key personnel are associated with box office performance, using entertainment-industry data, statistical modeling, robustness checks, and business interpretation.

**AI adoption and digital platform research intelligence** | Research assistant project

- Built a repeatable evidence-monitoring workflow for emerging AI developments, turning academic and practitioner sources into structured summaries, research decks, and stakeholder briefings.

**Movie League weekly ranking system** | Portfolio project prototype

- Designed a movie performance tracking concept that collects weekly movie data, standardizes ranking inputs, and scores titles using a predetermined points function.
- Demonstrates practical data science workflow design: web scraping, data cleaning, feature construction, scoring logic, league-table ranking, and interpretable weekly outputs.

## EDUCATION

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**PhD in Business & Management** | Warwick Business School | Coventry, UK | Oct 2024-Present

- Research focus: speculative expectations in online communities; statistical analysis; NLP; digital discourse; consumer behavior.

**MRes in Business & Management** | Warwick Business School | Coventry, UK | Oct 2022-Sep 2024

- Distinction, Top 10% of graduating class. Relevant modules: Advanced Quantitative Analysis, Causal Inference, Machine Learning and Data Analytics, Big Data Research Methods, Business Research in the Digital Age.
- Thesis: Hype and Hope: A Study on Online Community Defensiveness Against Negative eWOM in the Wake of Product Launches. Top 10% of graduating class.

**MSc in Marketing and Strategy** | Warwick Business School | Coventry, UK | Sep 2019-Aug 2020

- Distinction, Top 10% of graduating class. Relevant modules included Marketing Analytics, Market Research, Digital Disruption, Strategic Management, and Negotiation.
- Thesis: Examining the Impact of Key Personnel on Box Office Performance.

**BSc in Business Administration** | Ashesi University | Accra, Ghana | Jun 2013

- Cum Laude. Relevant modules included Programming, Quantitative Methods, Competitive Strategy, Marketing, Operations Management, and Design.

## AWARDS

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- Outstanding Contribution to Teaching, PhD Student category - Warwick Business School, 2025
- MRes completed with Distinction - Warwick Business School, 2024
- MSc completed with Distinction - Warwick Business School, 2020
- Postgraduate Scholarship - Warwick Business School, 2019
- Graduated Cum Laude and Dean's List - Ashesi University, 2009-2013