

EDWARD KOJO BOATENG-NTOW

BUSINESS ANALYST & DATA SPECIALIST

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PROFESSIONAL SUMMARY

Analytical and detail-oriented Business Analyst and Data Specialist with a strong foundation in computer science and extensive experience bridging data diagnostics, operational governance, and advanced business intelligence. Proven track record at Guinness Ghana (Diageo) driving high-impact initiatives, including building B2B product-tracking frameworks, engineering predictive asset reconciliation pipelines (achieving a 95%+ glass recovery rate), and leading nationwide telematics programs. Currently specializing in large-scale AI data evaluation, utilizing advanced data validation workflows, RLHF, and SXS metrics to govern quality and optimize performance models for complex engineering pipelines.

PROFESSIONAL EXPERIENCE

Turing Palo Alto, CA (Remote)
Business Analyst (AI Data Evaluation) Jan 2026 – Present

- Sourced, validated, and normalized large datasets (10k+ records), identifying and correcting subtle structural inconsistencies, technical inaccuracies, and data anomalies to optimize RLHF and SXS evaluation models.
- Conducted deep-dive data quality audits and structured validation workflows to ensure clean, high-fidelity data outputs for engineering and product teams.
- Utilized specialized browser-based tools, extensions, and basic command-line instructions to clean raw inputs, manage evaluation frameworks, and automate workflow checks.
- Governed strict data quality, hygiene, and annotation standards across multiple concurrent data workstreams to minimize error rates in production datasets.
- Authored clear, structured technical documentation of data findings and communicated insights asynchronously to cross-functional, remote engineering stakeholders.

Guinness Ghana Breweries PLC (Diageo) Ghana
Data Analyst – Performance & Insights Nov 2024 – Oct 2025

- **Product Ownership (Diageo One B2B App):** Owned the end-to-end data tracking and reporting framework for the Diageo One B2B e-commerce application. Built comprehensive Excel dashboards tracking user acquisition, active usage, order frequency, order delivery rate, average order value, and product category volume (beers vs. spirits) to monitor revenue generation across distributors and sales representatives.
- **Predictive Asset Reconciliation Pipeline:** Engineered a multi-source data triangulation model in Excel (Power Query) to resolve a critical production-halting shortage of Returnable Glass Inventory (empties). Extracted, cleaned, and normalized disparate tracking datasets from SAP (billing/credits), SMS RTI (gate-entry logistics), and Edge DMS (distributor-side receipt portals), establishing master lookup tables to unify inconsistent schemas and field names.
- **Operational & Financial Impact:** Delivered a real-time tracking dashboard pinpointing empty bottle locations across breweries, transit routes, and distributor yards, driving a 95%+ recovery rate of returnable assets in trade (over-indexing the 90% target) and completely restoring production capacity.
- **Sales Force Incentives & SIP Modeling:** Engineered and managed the Sales Executive (SE) Performance Tracking Report, auditing field productivity metrics (including days in trade, first-call timestamps, average account dwell time, and MPA/MAS execution) to directly calculate monthly Sales Incentive Plan (SIP) payouts for the commercial team.
- **Route-to-Market (RTM) Efficiency:** Designed and implemented the Van Sales Executive (VSE) Effectiveness Report, analyzing distributor-level coverage, effective execution, beer/spirit loadout targets, and delivery drop size to optimize field trade penetration and operational efficiency.
- **National Sales & Inventory Intelligence:** Designed and distributed the daily National Sales Performance Report tracking actual performance against daily, weekly, and monthly business targets. Standardized inventory tracking (stock cover days, current warehouse levels) to directly support demand forecasting and production planning teams.
- **Cross-Functional Coverage:** Proactively stepped in as the Sales Operations Analyst during leave cycles, maintaining continuous data pipelines, pipeline tracking, and technical support for regional sales divisions.

Guinness Ghana Breweries PLC (Diageo) Ghana
Divisional Performance Analyst Nov 2023 – Nov 2024

- **Program Ownership (Brightmile Telematics):** Served as the Country Program Manager for the Brightmile telematics initiative, managing end-to-end operations, technical support, and onboarding for 120+ commercial team members.

- **Executive & Global Reporting:** Designed and maintained comprehensive performance tracking dashboards in Excel to deliver weekly and monthly safety insights (speeding, distraction, contextual risk, fatigue, harsh acceleration, and safety scores) directly to the Managing Director (MD), country commercial leadership, and the Diageo Global Safety Team.
- **Business Risk Mitigation:** Achieved a 0% accident/incident rate across the commercial fleet during the program's tenure, saving the business significant capital in vehicle repairs, insurance premiums, and sales executive downtime. Orchestrated a program so successful that Diageo leadership initiated plans to scale the framework nationwide across all business units prior to departure.
- **Regional Analytics Leadership:** Partnered directly with Divisional Sales Managers (DSMs), Area Sales Managers (ASMs), and sales executives across the Eastern and Western divisions to provide dedicated data support, custom business intelligence, and reporting.
- **Commercial Gap Analysis:** Performed deep-dive weekly and monthly performance audits to identify critical execution gaps in commercial coverage, product assortment presence, and effective routing, delivering data-backed strategies to recover lost sales volume.
- **Operational Accountability & Review:** Structured and moderated weekly performance review calls; analytically audited territory metrics to challenge and probe sales executives and ASMs on performance variances, capturing operational feedback to share with Sales Operations.
- **Campaign & Activity Tracking:** Engineered activity tracking reports to evaluate the ROI of regional commercial activations, providing the business leadership with data-driven recommendations on whether to scale, pivot, or retire key field programs.

EDUCATION

University of Ghana
Bachelor of Science in Computer Science

Accra, Ghana
2023

CERTIFICATIONS

- **Professional Certificate: Business Analysis Fundamentals** – Microsoft (Coursera)
Credential URL: coursera.org/share/82606745307cd97c5133e680fb3a4bfc
- **Professional Certificate: Data for Business Analysts Using Microsoft Excel** – Microsoft (Coursera)
Credential URL: coursera.org/share/3365baf417351042799c0689bb0846a6