Ali Arsalan Kazmi
Data Scientist

- Driven to Innovate
- Seeking Knowledge and Wisdom
- Devotee of Philosophical Thought

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Experience

2014-Now
Middle East

Loyalty Analytics
Customer Analytics
R

Insights Analyst, AIMIA

Worked in Telecommunication (Mobily), Banking (Saudi Hollandi Bank), and Marketing (Air Miles) Sectors:

> Customer Segmentation of Air Miles UAE customer base to improve Relevance of Marketing, Lifetime Value, Acquisition, and Engagement

> Regular and Ad-hoc Analytical reports to assess performance of Loyalty programmes

> Automated Data Extraction, Manipulation, Analyses, and Reporting using DBMS and R whilst improving DevOps practices using Functional Programming and other techniques

> Developed Social Media Analysis App in R to analyse Facebook and Twitter data

since 2013

Kaggle
Statistical Studies
Independent Research

Data Analyst, Freelance

Independent research and other analytics' projects:

> Textual and Geo-Spatial Analysis of Surveys and Crime for Norfolk Police and Crime Commissioner, UK

> How are Police and Crime Commissioners in England linked on Twitter?

> Social Network Analysis of Religious Clergy

> How many Authors does the PK Prime Minister have for his speeches: A Stylometric Study

> An Analysis on Punctuality of PIA (Pakistan International Airlines)

> Research hosted at personal blog (linked at top) and rpubs.com/aakazmi

Education

2012–2013
Norwich, UK

Analytics
Databases
Philosophy

MSc Knowledge Discovery and Data Mining, University of East Anglia

Distinction

> Main subjects: Data Mining, Artificial Intelligence, Applied Statistics, Database Manipulation, Logic, Information Retrieval

> Projects: Propensity Modelling on an Insurance Dataset, Developed a Ticketing Database System for Pierian Games (front-end: Java, back-end: PostgreSQL), Online Hotel Reviews Classification System to predict Spam

2009–2012
London, UK

BSc Computer Science, University of Greenwich

1st Class

> Main subjects: Computer Security and Forensics, Analytical Foundations for Computing, Computer Programming, Systems Building, Logical Foundations, Computer Systems Architecture

> Projects: Application of Neural Networks in Automatic Detection of Cyber-attacks using temporal log-traces, Developed Online Aptitude Tests using C#

since 2009

COURSERA
DATACAMP
MISCELLANEOUS

Certifications, Continuous Learning

Online and Offline Courses

> Data Manipulation in R with dplyr

> Reporting with RMarkdown

> Getting and Cleaning Data

> EnCase Computer Forensics–I

Skills

Computer Languages

R ●●●●●	SQL ●●●●●	HTML ●●●●	CSS ●●●
C++ ●●	Prolog ●●	JavaScript ●●	Julia ●

Human Languages

English ●●●●●	Urdu ●●●●●	Punjabi ●●●●	Arabic ●●●

Software Competencies

Data Extraction	SQL Server; Oracle; PostgreSQL; SQLite
Data Analytics	R; Toad; SAP Business Objects; Excel
CRM	Microsoft CRM Dynamics; IBM Silverpop
Visualisation	R; D3; Tableau; Gephi
Version Control	GitHub

Interests

Analytics	Clustering, Classification, Automation, IoT, Smart Cities
Visualisation	Interactivity, Informative
Philosophy	Ethics, Morality, Religion, Language, Science, Statistics