





Ali Arsalan Kazmi

DATA ANALYST


 Driven to Innovate


 Seeking Knowledge and Wisdom


 Devotee of Philosophical Thought


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 July 13th 1990

 EN,UR,AR

 RIYADH
SAUDI ARABIA

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
- > Developed Social Media Analysis App in R to analyse Facebook and Twitter data
- > Trained colleagues to use R for Data extraction, analyses, and visualisation

since 2013

KAGGLE
TEXT ANALYTICS
SOCIAL NETWORK ANALYSIS
CLUSTER ANALYSIS

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
- > Understanding Online Discussions on Religious Discussion Boards
- > Social Network Analysis of Religious Clergy
- > Contributing tools, ideas, research to the Open Source Community
- > Research hosted at 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

PROGRAMMING
LOGIC

since 2009

COURSERA
DATACAMP
MISCELLANEOUS

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#

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++	●●	Python	●●	Prolog	●●	JavaScript	●●
Powershell	●●	Julia	●				

Human Languages

English	●●●●●	Urdu	●●●●●	Punjabi	●●●●	Arabic	●●●
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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	Language, Ethics, Morality, Religion, Science, Statistics