

Arslan Kaleem

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EDUCATION

UNIVERSITY OF SURREY

Masters of Sciences

Guildford, England, UK

February 2024

Major in Business Analytics; Minors in Data Analytics and Business Intelligence

Relevant Coursework: Data Analysis & Visualization; Machine Learning; Marketing & Operational Analytics; Statistics

Dissertation: Quantifying the Influence of AI on Software Development Efficiency through Predictive Analytics

COMSATS UNIVERSITY, ISLAMABAD

Bachelor of Sciences

Islamabad, PK

Sept 2016 - Sept 2020

Major in Computer Science; Minors in Software Engineering

Relevant Coursework: Object Oriented Programming, Algorithms and Data Structures, Database Management Systems,

Software Design and Architecture, Web Engineering, Artificial Intelligence, Data Mining, Software Project

Management, Computer Communication and Networks, Operating Systems Concepts

WORK EXPERIENCE

Performance Analyst

NSL, Surrey County Council | <https://marstonholdings.co.uk/nsl/>

Guildford, England, UK

Jan 2025 – Present

- Built PowerBI dashboard for tracking daily performance KPIs for 20+ Civil Enforcement Officers, identifying top performers and flagging at-risk for targeted coaching.
- Mapped contravention hotspots and high-risk locations for optimising patrol routes and implementing safety protocols for dangerous zones that increased PCN issuance by 20% while keeping CEOs safe.
- Reduced invalid PCN rates by 15% by identifying error patterns and suggested training interventions.

Operational Analyst

Marks & Spencer | <https://marksandspencer.com/>

Guildford, England, UK

Mar 2024 – Jan 2025

- Built PowerBI dashboard to visualise daily sales performance across 500+ SKUs, comparing actuals vs forecasts to flag slow-moving stock & reduce inventory.
- Coordinated inventory allocation for promotional campaigns, maintaining shelf availability during peak trading periods
- Identified restocking inefficiencies and implemented process improvements, cutting replenishment time by 20% on high-traffic days like Sundays.
- Analysed selling rates & waste metrics, providing insights that improved stock turnover and reduced food wastage.

Software Engineer

Total Health and Dental Care | <https://totalhealthdentalcare.com/>

Remote, US

Feb 2022 – Feb 2023

- Architected and delivered a full patient management platform using Next.js and Node.js/Express, reducing patient scheduling time by 30% and serving 5,000+ daily active users.
- Engineered dynamic, responsive interfaces in React with REST API integration, enabling real-time synchronization of appointments and medical records across web and mobile platforms.
- Implemented server-side rendering (SSR) and technical SEO optimizations, improving page load speed by 40% and boosting organic search ranking for clinic services.
- Deployed and maintained infrastructure on AWS (EC2, S3, Lambda), achieving 99.9% uptime and seamless scalability during peak traffic periods.
- Secured healthcare data by implementing JWT-based authentication and role-based access control (RBAC), ensuring HIPAA compliance standards.
- Automated CI/CD pipelines with Jenkins and GitHub Actions, reducing deployment time by 50% and eliminating manual deployment errors.

Software Engineer

Coral Lab | <https://coral.global/>

Remote, US

Sept 2020 – Feb 2022

- Delivered 5+ production-grade full-stack applications end-to-end, from UI architecture to API deployment, serving thousands of concurrent users.

- Developed React/Next.js frontends and Node.js/Express backends, optimizing performance and reliability for high-traffic applications.
- Engineered real-time data synchronization via WebSockets and Firebase, ensuring instant updates across multiple devices and platforms.
- Optimized database queries and indexing strategies in PostgreSQL and MongoDB, reducing API latency by 35% and improving response times.
- Built modular, reusable API architectures and component systems, accelerating new project delivery timelines by 25%.
- Mentored 3 junior developers on frontend architecture, backend scalability, and DevOps fundamentals, improving team code quality and velocity.
- Implemented SEO-focused builds with meta optimization, structured data, and SSR, increasing organic visibility by 45% for client products.

UNIVERSITY PROJECTS

Quantifying the Influence of AI on Software Development Efficiency through Predictive Analytics Sept 2023

- Developed machine learning model to assess AI adoption impact on developer productivity using supervised learning and anomaly detection.
- Engineered feature extraction pipeline analyzing correlations across software development practices, contributing to predictive analytics research.

Customer Engagement & Revenue Analysis | Machine Learning Jun 2023

- Applied CRISP-DM framework to analyze customer conversion sessions using R and ML techniques.
- Created Tableau visualizations deriving actionable insights for revenue optimization strategies.

HR Analytics Dashboard | Data Analytics Apr 2023

- Analyzed employee productivity patterns, turnover factors, and gender pay gap using R programming in a cross-functional team.
- Developed interactive Tableau dashboards providing actionable HR management insights.

Insurance Customer Profiling | Data Analytics Feb 2023

- Utilized IBM SPSS Modeler to identify customer profiles and optimize policy targeting.
- Calculated ROI metrics and generated Tableau/PowerBI visualizations for marketing strategy optimization.

ACTIVITIES

Cherry CIC | <https://cherry.org.uk/> | (nonprofit organization to buy and sell clothing and accessories) Remote, UK

Volunteer Flutter & Node Developer Dec 2025 – Present

- Contributing to an open-source nonprofit platform enabling users to buy and sell second-hand clothing with 100% of proceeds donated to registered charities by developing cross-platform mobile app using Flutter for iOS & Android
- Building backend services and APIs using Node.js/Express.js to support platform functionality
- Collaborating with a distributed team of 20+ volunteers on GitHub to promote sustainable fashion & charitable giving

ADDITIONAL

Technical Skills: Advanced in SQL, SQL, Javascript/Typescript, HTML/CSS; Proficient in Javascript/Typescript.

Languages: Javascript (ES6+), Typescript, SQL, Python, Flutter/Dart, HTML5/CSS3, C++.

Frontend Framework: [React.js/Next.js](#), Flutter, Redux, React Query, Tailwind CSS.

Backend Framework: [Node.js/Express.js](#), Restful APIs, GraphQL, Websockets ([socket.io](#), pusher) JWT, OAuth.

Databases: PostgreSQL, MongoDB, MySQL, Firebase, Redis.

Data Analytics & Visualization: Tableau, PowerBI, SQL, R, Python, Numpy, Pandas, Matplotlib, Scikit-Learn .

Cloud & DevOps: AWS (EC2, S3, Lambda, CloudWatch, RDS), Docker, Jenkins, CI/CD, Github Actions.

Certifications & Training

- Microsoft Certified: Power BI Data Analyst Associate (PL-300)
- AWS Certified: Cloud Practitioner (CLF-C02)
- Udemy: iOS & Swift - The Complete iOS App Development Bootcamp
- Udemy: 100 Days of Code: The Complete Python Pro Bootcamp
- Udemy: The Complete Flutter Development Bootcamp with Dart