

# Arslan Kaleem

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## EDUCATION

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### 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

Islamabad, PK

Bachelor of Sciences

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

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### Performance Analyst

Guildford, England, UK

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

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

Guildford, England, UK

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

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

Remote, US

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

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

Remote, US

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

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

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<b>Quantifying the Influence of AI on Software Development Efficiency through Predictive Analytics</b>	Sept 2023
<ul style="list-style-type: none"><li>• Developed machine learning model to assess AI adoption impact on developer productivity using supervised learning and anomaly detection.</li><li>• Engineered feature extraction pipeline analyzing correlations across software development practices, contributing to predictive analytics research.</li></ul>	
<b>Customer Engagement &amp; Revenue Analysis   Machine Learning</b>	Jun 2023
<ul style="list-style-type: none"><li>• Applied CRISP-DM framework to analyze customer conversion sessions using R and ML techniques.</li><li>• Created Tableau visualizations deriving actionable insights for revenue optimization strategies.</li></ul>	
<b>HR Analytics Dashboard   Data Analytics</b>	Apr 2023
<ul style="list-style-type: none"><li>• Analyzed employee productivity patterns, turnover factors, and gender pay gap using R programming in a cross-functional team.</li><li>• Developed interactive Tableau dashboards providing actionable HR management insights.</li></ul>	
<b>Insurance Customer Profiling   Data Analytics</b>	Feb 2023
<ul style="list-style-type: none"><li>• Utilized IBM SPSS Modeler to identify customer profiles and optimize policy targeting.</li><li>• Calculated ROI metrics and generated Tableau/PowerBI visualizations for marketing strategy optimization.</li></ul>	

## ACTIVITIES

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<b>Cherry CIC</b>   <a href="https://cherry.org.uk/">https://cherry.org.uk/</a>   (nonprofit organization to buy and sell clothing and accessories)	Remote, UK
Volunteer Flutter & Node Developer	Dec 2025 – Present
<ul style="list-style-type: none"><li>• 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 &amp; Android</li><li>• Building backend services and APIs using Node.js/Express.js to support platform functionality</li><li>• Collaborating with a distributed team of 20+ volunteers on GitHub to promote sustainable fashion &amp; charitable giving</li></ul>	

## ADDITIONAL

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**Technical Skills:** Advanced in SQL, MySQL, 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

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- 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