



Ali Arsalan Kazmi


DATA SCIENTIST


 Driven to Innovate


 Seeking Knowledge and Wisdom


 Devotee of Philosophical Thought


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 July 13th 1990

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 SAUDI ARABIA

Experience

2014-Now
Middle East

Insights Analyst, AIMIA

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

LOYALTY ANALYTICS
CUSTOMER ANALYTICS
R

- > 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

Data Analyst, Freelance

Independent research and other analytics' projects:

KAGGLE
STATISTICAL STUDIES
INDEPENDENT RESEARCH

- > Founder and Lead for Riyadh R User Group
- > 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 Stylo-metric Study
- > Research hosted at personal blog (linked at top) and rpubs.com/aakazmi

Education

2012-2013
Norwich, UK

MSc Knowledge Discovery and Data Mining, University of East Anglia

Distinction

ANALYTICS
DATABASES
PHILOSOPHY

- > 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

PROGRAMMING
LOGIC

- > 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

Certifications, Continuous Learning

COURSERA
DATACAMP
MISCELLANEOUS

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	●●●
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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	Ethics, Morality, Religion, Language, Science, Statistics