TOM M. DOBSON

EXPERIENCE

Analytics Consultant

- London
- Consulted at a leading data analytics firm, specialising in SQL, Tableau, Python, Power BI, and Alteryx
- Advised major clients such as Inmarsat, IAG Cargo, and the BBC, as detailed
- · Designed and implemented automations using Python, SQL, and GitHub Actions to detect and publicise new User Group events, significantly increasing event attendance
- · Automated a process to detect new client opportunities in Notion and generate supporting documentation, directly saving 0.25 FTE and eliminating human error



Insight Analyst

Consultant via TIL

Inmarsat 📋 Jan 2024 – Present

- London
- Developed revenue protection system using SQL and Tableau, exposing over £2.9m in annualised revenue at risk
- Consolidated product performance data from over ten tables into a single data mart with SQL, creating a Tableau interface to alert on performance changes, saving significant time
- Spearheaded migration of critical ETL pipelines from Alteryx to GoogleSQL, saving £100k in licence fees and enhancing data delivery reliability
- Employed Git for version control, ensuring robust change tracking and code management
- Authored comprehensive wikis and technical documentation, simplifying asset handover and future development



Advanced Analytics & Reporting Analyst

Consultant via TIL

- Q London
- Implemented SQL procedures and Tableau interface for intelligent warehouse task distribution, saving **1 FTE** and enabling headcount reduction
- Exposed £98k in lost revenue using SQL, enabling recuperation via automated incident reporting
- Audited undocumented database for performance monitoring potential, presenting findings to senior stakeholders
- · Oversaw remodelling of Oracle database schema to eliminate errors in performance reporting



Tableau & Alteryx Consultant

Consultant via TIL

British Broadcasting Corporation (BBC) Jul 2022 – Jan 2023

- Designed pipelines in Alteryx to consolidate over six million rows of survey data, creating a Tableau front end to enable ongoing reporting
- · Automated daily reporting of high-performing articles for senior stakeholders using Alteryx



CONTACT

@ dobs.tx@gmail.com

dobsontom O dobsontom

O London, UK **J** +44 (0)7968 673704

SKILLS

Tableau SQL Alteryx

Python dbt

Power BI



Databases

BigQuery Snowflake PostgreSQL Oracle 11g MS SQL Server

Management

GitHub Jira Notion Confluence

🌣 Data Engineering

Python dbt Git SQL PowerShell YAML

Data Science

Jupyter NumPy pandas

CERTIFICATIONS



dbt Fundamentals

Jun 2024

Alteryx Designer Advanced Mar 2024

Power BI Data Analyst Associate Oct 2023

Tableau Certified Data Analyst Aug 2023

EDUCATION

MSc (R) Biological Sciences **University of Bristol**

Sep 2016 - Aug 2021

First Class · BSc

Nominee · Best PhD/MSc Thesis¹

Python R SPSS ₽TEX

¹T. M. Dobson, Master's thesis, University of Bristol, 2022, (https://bit.ly/td-thesis).