

TOM DOBSON

EXPERIENCE

Analytics Consultant

The Information Lab (TIL) Apr 2022 – Present London

- Leveraged expertise in SQL, Tableau, Python, Power BI, and Alteryx for major clients, achieving measurable impacts on operational costs and efficiency
- Orchestrated the end-to-end delivery of data infrastructure and products for Inmarsat, IAG Cargo, and the BBC, as detailed below
- Designed and implemented automations using Python, SQL, and GitHub Actions to detect and publicise new User Group events, increasing event attendance by **80%**
- Automated the detection of new client opportunities in Notion and generated supporting documentation, directly saving **0.25 FTE** and eliminating human error

SQL Snowflake Tableau Python Git Alteryx Power BI

Insight Analyst

Inmarsat Jan 2024 – Present Consultant via TIL London

- Developed a revenue protection system using SQL and Tableau, exposing over **£2.9m** in annualised revenue at risk
- Spearheaded migration of critical ETL pipelines from Alteryx to GCP, saving **£100k** in licence fees and enhancing data delivery reliability
- Modeled a data mart in GCP to consolidate performance data from 15 tables, creating a Tableau interface to alert on performance changes
- Implemented Git for version control, ensuring robust change tracking and code management
- Authored comprehensive wikis and technical documentation, simplifying asset handover and future development

SQL GCP Tableau dbt Git Alteryx ADF

Advanced Analytics & Reporting Analyst

IAG Cargo Feb 2023 – Aug 2023 Consultant via TIL London

- Developed SQL procedures and Tableau interface for automatic, intelligent warehouse task distribution, saving **1 FTE** and enabling a headcount reduction
- Exposed **£98k** in lost revenue using SQL, enabling recuperation via automated incident reporting
- Audited an undocumented database for performance monitoring potential, presenting findings to senior stakeholders
- Remodelled an Oracle database schema, reducing discrepancies in performance reporting from 15% to less than 2%

SQL Oracle 11g Tableau BusinessObjects

Tableau & Alteryx Consultant

British Broadcasting Corporation (BBC) Jul 2022 – Jan 2023 Consultant via TIL London

- Constructed data pipelines to consolidate over **6 million** rows of survey data, creating a Tableau front end to enable self-service insight discovery
- Automated daily reporting of high-performing articles for senior stakeholders using Alteryx

SQL Redshift Tableau Alteryx

CONTACT

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SKILLS

Tableau
SQL
Alteryx
Python
dbt
Power BI

Databases

BigQuery Snowflake PostgreSQL
Oracle 11g MS SQL Server

Management

GitHub Jira Notion
Confluence

Data Engineering

SQL Python dbt Git
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 LaTeX

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