

# 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

London

Consultant via TIL

- 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 fifteen 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

London

Consultant via TIL

- 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

London

Consultant via TIL

- Constructed data pipelines to consolidate over six 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

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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 Thesis<sup>1</sup>

Python

R

SPSS

LaTeX

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