# TOM DOBSON

## **EXPERIENCE**

## **Analytics Consultant**

- 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



## **Insight Analyst**

Consultant via TIL

Inmarsat 📋 Jan 2024 – Present



- 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



# Advanced Analytics & Reporting Analyst

Consultant via TIL

Q London

- Developed SQL procedures and Tableau interface for automatic, intelligent warehouse task distribution, saving 1 FTE and enabling a headcount reduc-
- 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%



# Tableau & Alteryx Consultant

Consultant via TIL

**British Broadcasting Corporation (BBC)** Jul 2022 – Jan 2023

- 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



## CONTACT

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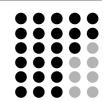
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## **SKILLS**

Tableau SQL Alteryx Python

dbt Power BI



#### Databases

**BigQuery** Snowflake PostgreSQL MS SQL Server Oracle 11g

### 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



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