TOM M. DOBSON

EXPERIENCE

Analytics Consultant

The Information Lab 📅 Apr 2022 – Present 📍 London

- Completed an intensive, highly competitive four-month training programme at a leading data analytics consultancy, specialising in Tableau, SQL, Alteryx, Power BI, and Python
- Provided two years of technical consulting at Inmarsat, IAG Cargo, and the BBC, as detailed below
- Automated an internal process to detect new client opportunities in Notion and generate supporting documentation, directly saving **0.25 FTE** and eliminating human error
- Designed and implemented an automated system using Python, GitHub Actions, Zapier, and Snowflake to detect new Tableau User Group events online and post alerts to an internal network

SQL | Tableau | Python | Alteryx | PowerBI | Zapier

Insight Analyst

Inmarsat 📅 Jan 2024 – Present 📍 London

- Designed and implemented a revenue protection system using SQL and Tableau to flag contracts nearing their end-of-commitment date, exposing **£2.9m** in annualised revenue at risk by April 2024
- Created SQL queries to consolidate and standardise product performance data from over ten tables of into a single source of truth. Designed a Tableau interface to alert the business to performance changes and source table issues, resulting in significant time savings
- Developed SQL code to migrate ETL pipelines from Alteryx to GCP, including complex workflows with iteration and scaffolding, enhancing data delivery reliability and performance

SQL | Tableau | dbt | Alteryx | ADF

Advanced Analytics & Reporting Analyst

IAG Cargo 📅 Feb 2023 – Aug 2023 📍 London

- Developed and productionised SQL procedures and a Tableau front end to intelligently distribute warehouse tasks based on resource availability and task complexity, directly saving **1 FTE** and enabling a headcount reduction
- Designed and deployed an automated system using SQL to expose **£98k** in incorrectly declared cargo in 2023, enabling the recuperation of lost revenue via automated incident reporting through BusinessObjects
- Performed a full audit of an undocumented database to assess its capacity for enhancing performance monitoring of business operations and presented findings to senior stakeholders
- Scoped and re-engineered an Oracle database schema to eliminate errors when calculating business-critical flight performance metrics, tested changes in parallel, and oversaw migration to the new design
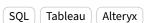
SQL | Tableau | BusinessObjects

Tableau & Alteryx Consultant

British Broadcasting Corporation (BBC) 📅 Jul 2022 – Jan 2023 📍 London

- Designed and implemented data pipelines in Alteryx to clean and combine over six million rows of survey data. Created an accompanying Tableau front end to aggregate this information into a single source of truth
- Automated the generation and delivery of daily reports on high-performing news stories for senior stakeholders using Alteryx
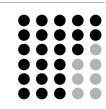
SQL | Tableau | Alteryx

CONTACT

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SKILLS

Tableau
Alteryx
SQL
dbt
Python
Power BI

🛢 Databases

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

Management

GitHub | Jira | Notion

⚙ Data Engineering

SQL | Python | dbt | Git
PowerShell | YAML

⚗ Data Science

Jupyter | NumPy | pandas

CERTIFICATIONS

dbt Fundementals
June 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[1]

Python | R | SPSS | LaTeX

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