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 tools 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 engagement by **80%**
- Automated the detection of new client opportunities in Notion and generation of supporting documentation, directly saving **0.25 FTE** and eliminating human error

`SQL` `Snowflake` `Tableau` `Python` `Git` `Alteryx` `Power BI`

Insight Analyst   *Consultant via TIL*

Inmarsat 📅 Jan 2024 – Present   📍 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   *Consultant via TIL*

IAG Cargo 📅 Feb 2023 – Aug 2023   📍 London

- Developed SQL procedures and Tableau interface for automatic, intelligent warehouse task distribution, saving **1 FTE** and enabling a headcount reduction
- Designed an automated system using SQL to expose **£98k** in incorrectly declared cargo in 2023, enabling the recuperation of lost revenue via automated incident reporting
- Remodelled an Oracle database schema, reducing discrepancies in performance reporting from 15% to **less than 1%**
- Implemented a novel data mart using SQL, enabling the new product offering of CO_2 emissions tracking
- Performed a full audit of an undocumented real-time database for performance monitoring potential, presenting findings to senior stakeholders

`SQL` `Oracle 11g` `Tableau` `BusinessObjects`

Tableau & Alteryx Consultant   *Consultant via TIL*

The BBC 📅 Jul 2022 – Jan 2023   📍 London

- Designed 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
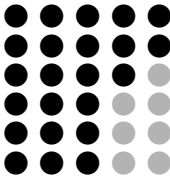
`SQL` `Redshift` `Tableau` `Alteryx`

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 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).