

TOM M. DOBSON

EXPERIENCE

Analytics Consultant

The Information Lab (TIL) Apr 2022 – Present London

- Worked as a consultant at a leading data analytics firm, specialising in SQL, Tableau, Python, Power BI, and Alteryx
- Consulted for two and a half years for major clients such as Inmarsat, IAG Cargo, and the BBC, as detailed below
- Designed and implemented automations using Python, SQL, and GitHub Actions to detect online User Group events and post alerts to an internal network
- Automated a process to detect new client opportunities in Notion and generate 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

- 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 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
- Version-controlled code using Git to ensure robust collaboration, code management, and change tracking
- Used Confluence to produce wikis and technical documentation, simplifying hand-over of assets, future development, and troubleshooting

SQL GCP Tableau dbt Git Alteryx ADF

Advanced Analytics & Reporting Analyst

IAG Cargo Feb 2023 – Aug 2023 Consultant via TIL 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 evaluate its potential for operational performance monitoring and presented findings to senior stakeholders
- 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 Oracle 11g Tableau BusinessObjects

Tableau & Alteryx Consultant

British Broadcasting Corporation (BBC) Jul 2022 – Jan 2023 Consultant via TIL 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 consolidate this information into a single source of truth
- Automated the production and delivery of daily reports on high-performing news stories for senior stakeholders using Alteryx

SQL Redshift Tableau Alteryx

CONTACT

@ dobs.tx@gmail.com London, UK
in dobsontom
📞 +44 (0)7968 673704

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 L^AT_EX

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