

# TOM DOBSON

## EXPERIENCE

Data Consultant  
The Information Lab

Apr 2022 – Present London

- Completed an intensive, highly competitive, four-month training programme at one of the UK's leading data analytics consultancy firms.
- Automated an internal client management process, involving the detection of new projects in Notion and generation of relevant documents in Google Sheets and Convo, saving approximately 0.25 FTE and eliminating human error.
- Designed and implemented an automated system to detect and post alerts for relevant Tableau User Group events to an internal Convo network using Python, GitHub Actions, Zapier, and Snowflake.
- Conducted two years of technical consulting using SQL, Tableau, Alteryx, and Python at the following organisations:

Tableau SQL Python Alteryx PowerBI Zapier

Insight Analyst  
Inmarsat

Jan 2024 – Present London

- Designed and deployed a revenue protection system using SQL and Tableau to enable account managers to identify customers are approaching their contract's end of commitment date, identifying \$3.7m in annualised revenue at risk in April 2024 alone.

Advanced Analytics & Reporting Analyst  
IAG Cargo

Feb 2023 – Aug 2023 London

- Developed and productionised solutions in Oracle and Tableau to intelligently distribute tasks between warehouse employees based on resource availability and task complexity, resulting in significant time savings.
- Designed and implemented an automated system using SQL and Tableau to identify cargo that is declared incorrectly. Enabled recuperation of lost revenue via automated reporting of offending clients via SAP BusinessObjects.
- Performed a full audit of an undocumented database to determine its suitability for answering a range of business questions, presenting findings to senior stakeholders.
- Scoped and re-engineered an Oracle database schema to prevent errors when calculating business-critical metrics. !!What was the metric?!, tested changes in parallel, and oversaw migration to the new design.
- Implemented a CO<sub>2</sub> monitoring pipeline to enable the calculation of customer emissions profiles.

Tableau/Alteryx Consultant  
British Broadcasting Corporation (BBC)

July 2022 – Jan 2023 London

- Designed ETL pipelines in Alteryx to combine and standardise big data from a variety of different sources.
- Collaborated with internal and external stakeholders to construct a dashboard to support a global understanding of band perception.
- Automated the delivery of daily reports of the best performing news stories to senior stakeholders.
- Built a Tableau dashboard to highlight articles and themes that receive consistent and long-lasting traffic to guide content creation.

## CONTACT

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dobsontxx

## EDUCATION

MSc. (R) Biological Sciences  
University of Bristol

Sep 2016 – Aug 2021

First Class Hons. (BSc.)

Nominee · Best Postgraduate Thesis

Python R SPSS LaTeX

## SKILLS

Tableau  
Alteryx  
SQL  
Python  
Power BI

### Databases

BigQuery Snowflake  
Oracle 11g MS SQL Server

### Management

GitHub Jira Notion

### Data Engineering

SQL Python PowerShell Git

### Data Science

Jupyter NumPy pandas VS Code

## CERTIFICATIONS

Alteryx Designer Advanced Certified  
March 2024

Microsoft Certified: Power BI Data Analyst Associate  
October 2023

Tableau Certified Data Analyst  
August 2023