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 generated 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 11*g*   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
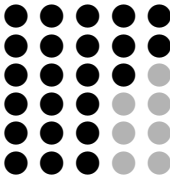
SQL   Redshift   Tableau   Alteryx

CONTACT

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SKILLS

Tableau
SQL
Alteryx
Python
dbt
Power BI

🗄 Databases

BigQuery   Snowflake   PostgreSQL

Oracle 11*g*   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).