

# 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, measurably reducing operational costs and increasing efficiency
- Orchestrated the end-to-end delivery of data tools and infrastructure 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

Contracting 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
- Directed the migration of critical ETL pipelines from Alteryx to GCP, saving **£100k** in licence fees and enhancing data delivery reliability
- Modelled a data mart in GCP to consolidate performance data from 15 tables and created 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

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**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 reduction in head-count
- Designed an automated system using SQL to expose **£98k** in incorrectly declared cargo in 2023 and enabled the recuperation of lost revenue via automated incident reporting
- Re-engineered an Oracle database schema, reducing discrepancies in performance reporting from 15% to **less than 1%**
- Modelled a new data mart in GCP, enabling the new product offering of customer CO<sub>2</sub> emissions reporting
- Conducted a full audit of an undocumented real-time database for performance monitoring potential and presented findings to senior stakeholders

SQL Oracle 11g Tableau BusinessObjects

### Tableau & Alteryx Consultant

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**The BBC** 📅 Jul 2022 – Jan 2023 📍 London

- Designed data pipelines to consolidate over **6m** rows of survey data and created 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

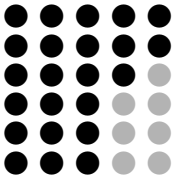
## CONTACT

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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

🏆 Nominee · Best PhD/MSc Thesis<sup>1</sup>

🎓 First Class · BSc

Python R SPSS  $\LaTeX$

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