

# TOM M. DOBSON

## EXPERIENCE

### Analytics Consultant

**The Information Lab (TIL)** Apr 2022 – Present London

- Completed an intensive, highly competitive four-month training programme at a leading data analytics consultancy, specialising in SQL, Tableau, Python, Power BI, and Alteryx
- Engaged in two years of technical consulting at Inmarsat, IAG Cargo, and the BBC, as detailed below
- Automated a process to detect new client opportunities in Notion and generate supporting documentation, directly saving **0.25 FTE** and eliminating human error
- Designed and implemented automations using Python, SQL, and Git to detect new Tableau User Group events online and post alerts to an internal network

SQL Tableau Python Alteryx PowerBI Zapier

### 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 of 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 SQL 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 Tableau dbt 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 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 aggregate this information into a single source of truth
- Automated the generation and delivery of daily reports on high-performing news stories for senior stakeholders using Alteryx

SQL Tableau Alteryx

## CONTACT

@dobs.tx@gmail.com London, UK  
dobsontom  
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 Thesis<sup>1</sup>

Python R SPSS L<sup>A</sup>T<sub>E</sub>X

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