

Joseph Dobgima (Dob) Njinimbam

Analytics engineering and AI architecture. Founder of VZN Designs.

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Summary

Analytics engineer and leader with more than ten years building scalable data products, governed metric frameworks, and decision-support tools across consumer technology, healthcare, and enterprise operations. Partners with product, engineering, data science, and business leaders to turn ambiguous questions into trusted data models, analytics solutions, and measurable outcomes, often through influence rather than direct authority. Deep expertise in SQL, Python, PySpark, dbt, data modeling, pipeline observability, and data-quality monitoring, with hands-on experience applying AI-enabled analytics to make data easier to discover, trust, and use.

Experience

2025

Zillow

Senior Analytics
Engineer

- Architected a governed semantic layer across five Growth and Shopping domains, replacing four conflicting datasets with a reusable, self-service data product for executive reporting, forecasting, and analyst workflows.
 - Partnered with business, analytics, data science, and engineering stakeholders to translate ambiguous requirements into semantic models, Tableau dashboards, and decision tools that made data more trustworthy and discoverable.
 - Designed the semantic layer with AI as a first-class consumer, enabling natural-language access to governed metrics and reducing ad hoc metric requests by 65%.
 - Established durable delivery and governance practices: version-controlled dbt and SQL, CI/CD, structured validation, QA, lineage, and documentation.
 - Applied AI-assisted development to cut a large data-pipeline build from four weeks to two, then turned the approach into reusable practices adopted across the analytics engineering organization.
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2023 to 2025

Analytic Vizion

Analytics Engineer,
Strategic Consultant

Strategic analytics partner to Fortune 500 clients, designing scalable analytic systems and automated data solutions across cross-functional teams.

- Engineered dbt models and Redshift pipelines for a national quick-service restaurant brand that standardized more than 20 metrics across four business-critical scorecards, created a single source of truth for compliance and safety tracking, and reduced manual reporting by more than 30 hours a month.
 - Designed a secure Tableau writeback solution for more than 2,500 restaurant operators, separating user input from production tables to protect data integrity and replace manual Excel workflows.
 - Built observability into a real-time retail alerting product for a global consumer-goods company, detecting pricing and promotional anomalies as they occurred, reducing issue-resolution time by 60% and improving campaign responsiveness by 30%.
 - Developed behavioral customer-segmentation models that informed targeted restaurant campaigns, contributing to a 15% increase in product engagement.
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2021 to 2023

Meta

Analytics Manager

Strategic analytics partner for recruiting operations, leading a team of 12 engineers and analysts.

- Developed a candidate-start forecasting model that let recruiting VPs reallocate resources toward projected shortfalls, increasing interview utilization by 15% and reducing time to hire by 10%.
 - Designed an executive Tableau decision tool integrating recruiting KPIs, forecasts, and insights, cutting leadership narrative preparation from three days to four hours.
 - Built what-if analysis tools for workforce planning, helping recruiting leaders weigh tradeoffs against hiring targets.
 - Mentored the team in advanced SQL, Tableau, and reusable practices, and built self-service tools that reduced ad hoc requests by 15%.
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2020 to 2021

Amazon

Business Intelligence Manager

Strategic partner for Alexa Marketing, leading a team of five engineers (three BI engineers, two data engineers).

- Led end-to-end analytics, data modeling, and multi-terabyte pipeline development for the global Alexa device ecosystem.
- Defined new metrics and automated Weekly Business Review reporting from high-throughput device telemetry, building observability into engineering and leadership decisions.
- Built a cross-channel pipeline spanning 14 global channels, raising leadership visibility into priority customer actions from 21% to 71% in three months.
- Led customer-segmentation analysis that improved engagement with key Alexa features by 15%.
- Delivered six self-service tools in SQL and Python, reducing ad hoc workload by 45% and shortening insight turnaround from four weeks to one.

2019 to present

Independent contractor

Tableau Instructor and Developer

- Delivers enterprise Tableau training and visualization solutions to Fortune 500 companies, from multi-source dashboards to statistical analysis and custom analytics.
- Provides end-to-end data integration and visualization project support across industries and database platforms.

2017 to 2018

Blue Cross Blue Shield

Business Intelligence Engineer, Marketing Analytics

- Measured campaign effectiveness with a dashboard integrating Databricks, Salesforce, and the data warehouse.
- Created 360-degree marketing dashboards that became the primary tool for sales and marketing alignment.
- Used Alteryx and SQL to bring internal and third-party data together for marketing attribution, and built self-service reporting for marketing teams.

2015 to 2019

Red Hat, Lumeris, and healthcare organizations

Earlier roles

- Progressive analytics positions. Built automated reporting that saved more than \$500K a year, developed performance dashboards, and led visualization implementations that reduced manual effort by 80 to 100% across multiple projects.

Skills

Analytics and AI architecture

Semantic layer design, data product architecture, AI-enabled and natural-language analytics, requirements translation, scalable solution design

Data foundations and engineering

Advanced SQL, Spark SQL (PySpark), Python, dbt, Snowflake, Databricks, data modeling, warehousing at scale, ETL/ELT, metric frameworks and governance

Applied analytics

Statistical inference, forecasting, customer segmentation, anomaly detection, performance analysis, self-service analytics

Delivery and governance

Data quality, validation, lineage, CI/CD, testing and QA, version control, pipeline observability and monitoring, documentation

Visualization and leadership

Tableau, Power BI, Looker, Plotly Dash, Streamlit, executive decision tools, cross-functional partnership, executive communication, mentoring

Education

Master's degree, Biomedical and Health Informatics

University of North Carolina at Chapel Hill, 2014 to 2016