# Daniel Belay

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## EDUCATION

**Vanderbilt University**, Nashville, TN **/** Bachelor of Science  **/ GPA**: 3.56/4
**Majors:** Economics & Human and Organizational Development
**Honors:** Ronald McDonald Charity Scholar, RTC of Las Vegas Scholar, UNLV African American Scholar

## SKILLS

- **Technical Skills:** SQL, Python (Pandas, Scikit-learn, Airflow, SQLAlchemy, Seaborn, Streamlit), Git, dbt, Jenkins, Tableau, Looker Admin, Salesforce Admin, Pendo, Segment, Google App Scripts (JavaScript)

- **Additional Skills:** Cross-functional collaboration, problem-solving under ambiguity, go-to-market data alignment, operational efficiency, tool consolidation, strategic communication

## WORK EXPERIENCE

**Guideline 401(k) | Austin, TX**                                                **January 2021 – Present**
*Senior Staff Data Analyst*

- Developed a self-hosted accounting portal using Streamlit, integrated with Google SSO, featuring monthly subledger summaries, downloadable line items, AR aging reports, and point-in-time accounting snapshot capabilities.

- Architected revenue-specific data pipelines and tables (using dbt and Jenkins)–ultimately leading to a Core Metrics dashboard reporting on ARR, AUM, lead count, churn, etc., distributed to the C-Suite and Board of Directors daily.

- Led the migration of our MySQL pipeline into team-specific data marts utilizing DBT, Docker, and Jenkins, focusing on reducing Google Cloud (GCP) cost, SOC 2 compliance, and enhancing the data experience for business analysts.

- Enabled the rollout of personal and SEP IRA products by creating error detection systems using BigQuery, Sentry, and Honeycomb, checking for: invoice accuracy, failed ACH remediation, and Required Minimum Distributions.

- Manage the administration and optimization of Looker and BigQuery platforms.

**Bluevine Capital | Redwood City, CA**                                          **January 2019  – August 2020**
*Senior Business Data Operations Analyst*

- Offboarded a third-party lead routing tool and developed an internal lead routing script optimizing lead distribution based on sales channel, in-office status, seniority, MQL status, partnership referrals, and AE/SDR availability.

- Organized a cross-functional retention council to analyze LTV, onboarding health, conversion rates, NPS, and churn– culminating in a Retention Health Index and dashboard to highlight pricing optimizations and discount eligibility.

- Built and maintained data pipelines in Redshift and Snowflake to support the new banking product, with a primary focus on integrating the product into Salesforce for GTM visibility and operational reporting.

**Triage Consulting Group | San Francisco, CA**                                  **February 2017 – January 2019**
*Senior Consultant*

- Designed workflows in Microsoft Access, T-SQL, and VBA to detect underpayments and discrepancies between contracted insurance pricing and hospital billing, reducing manual billing review and improving recovery accuracy.

- Created and presented quarterly status meetings to hospital finance executives, including revenue forecasts, bulk claim resubmission updates, and opportunities to expedite the identification of medical billing issues.

**The Advisory Board Company | Washington, D.C.**                                **May 2016 – February 2017**
*Business Analyst, Health Care*

- Implemented and analyzed "iRound"—a real-time patient satisfaction software used to collect patient satisfaction.
- Conducted market research of hospital spending relative to local, regional, and national competitors.

**Revive Health Care Solutions (Capstone Internship) | Nashville, TN**           **December 2014  – December 2015**
*Issues & Crisis Analyst*

- Analyzed and researched hospital performance data via SQL to determine a risk index for joint surgeries.
- Worked with clients to forecast and determine current and expected revenues generated by insurance companies.

**Columbia University Internship in Continuing Education,** New York, NY          **June 2014 – August 2014**
**Vanderbilt University Molecular Physiology & Biophysics Lab,** Nashville, TN    **August 2013 – May 2014**