

Daniel Belay

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Location: Austin, TX 78723

EDUCATION

Vanderbilt University, Nashville, TN / Bachelor of Science / GPA: 3.56/4

Majors: Economics & Human and Organizational Development

Honors: Ronald McDonald House Charity Scholar, Regional Transportation Center of Las Vegas Scholarship Recipient, UNLV African American Scholar Recognition, UNLV International Baccalaureate Scholar Recognition

SKILLS

- **Tech Skills:** SQL, Python (Pandas, Scikit-learn, Airflow, SQLAlchemy, Seaborn, Streamlit, PyTest), Git, dbt, Jenkins, Tableau, Looker Admin, Salesforce Admin, Pendo, Segment, Google Appscripts (Java)

WORK EXPERIENCE

Guideline 401(k) | Austin, TX

January 2021 – Present

Senior Staff Data Analyst

- Oversee the administration and optimization of Looker and BigQuery platforms including: database documentation, data validation protocols, Git integrations and repositories, and leading onboarding sessions on our data structure.
- Spearhead the migration of our MySQL pipeline into team-specific data marts utilizing dbt and Jenkins, with a primary focus on fortifying data security measures and enhancing the data consumption experience for end users.
- Developed 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.
- Supported the rollout of our new personal and SEP IRA products by implementing an error detection system, documenting the data structure, and creating a lead routing system to uphold SLA expectations.
- Developed a self-hosted accounting portal using Streamlit, integrated with Google SSO, featuring downloadable invoice data (charges, discounts, Stripe fees, refunds, disputes), AR aging reports, and point-in-time accounting snapshot capabilities.

Bluevine Capital | Redwood City, CA

January 2019 – August 2020

Senior Business Data Operations Analyst

- Led an initiative to drive retention by analyzing LTV, onboarding health, conversion rates, NPS and churn, culminating in a Retention Health Index designed to inform cross-sell opportunities, pricing optimizations and churn potential.
- Led end-to-end data support for Bluevine's new banking product, collaborating with engineering, product, sales, and support to maintain data pipelines and deliver insights on email conversions, support cases, cross-selling opportunities, and A/B tests.
- Offboarded a third-party lead routing tool and developed an internal lead routing script optimizing lead distribution based on channel, in-office status, seniority, MQL status, and AE/SDR availability.

Triage Consulting Group | San Francisco, CA

February 2017 – January 2019

Senior Consultant

- Utilized data mining in Microsoft Access, SQL Server, and Excel/VBA platforms to identify systemic issues in hospital revenue cycles, and ultimately quantify discrepancies between contracted insurance pricing and hospital billing.
- Designed workflows using Microsoft Access, SQL Server and Excel to streamline the identification of hospital specific billing issues and improve the efficiency of medical billers in identifying underpaid hospital claims.
- 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

- Surveyed hospital executives, physicians and patients to determine stakeholder priorities and potential discrepancies.
- Implemented and analyzed "iRound"—a real-time patient satisfaction software, used to determine areas of improvement.
- Conducted market research of hospital spending relative to local, regional and national competitors, and market demands.

Revive Health Care Solutions | 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.
- Strategized solutions and options in hospital-insurer issues & crisis situations with a team of five members.
- 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 Laboratory, Nashville, TN

August 2013 – May 2014