

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
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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