# GODWIN SILAYO

gsilayo_simon@simon.rochester.edu | (585) 329-4338 | https://www.linkedin.com/in/godwinsilayo/

## SUMMARY

Business Analyst skilled in data engineering, automation, and product analytics. Experienced in building dashboards and predictive models to drive product performance, improve customer experience, and support agile decision-making. Adept in Python, SQL, Tableau, and workflow automation for data-driven innovation

## EDUCATION

**Simon Business School, University of Rochester**						**Rochester, NY**

**Master of Science in Business Analytics (A STEM-Certified Program)**				**December 2025**
- **GPA:** 3.72 out of 4.0
- **Scholarship**: Merit Scholarship recipient from Simon Business School.
- **Relevant courses**: Predictive and Causal Analytics, Economics and Marketing Strategy, Prescriptive Analytics, Machine Learning, Big Data (Hadoop, Hive), Data Management, Warehousing, and Visualization.

**University of Rochester**									**Rochester, NY**

**Bachelor of Science in Electrical and Computer Engineering**				**Graduated: May 2023**
- **Relevant courses**: Introduction to Object-Oriented Programming, Semiconductor Devices, Data Structures and Algorithms, Discrete Math, Computer Organization, Math (Calculus), Python Image Processing.

## PROJECT AND RELATED COURSEWORK EXPERIENCE

**Customer Churn Analysis for Telcom Services**					**March 2025 - April 2025**
- Conducted churn analysis using Python and statistical testing; identified key drivers and proposed pricing strategies that could reduce churn and improve customer retention applicable to subscription models.
- Synthesized results into executive-level insights to inform product and marketing strategy.

**Machine Predictive Modeling & Interactive Dashboard Development**			**October 2025 - November 2025**
- Analyzed 1,000-loan German Credit dataset using Python (pandas, seaborn, statsmodels) to uncover 49% higher default risk among low-balance customers.
- Built a logistic regression model and Streamlit dashboard, improving risk detection accuracy and reducing potential losses by 15% through scenario-based insights.
- Delivered executive-ready data visuals and reports adopted for real-time decision support and business intelligence integration.

**Warehouse & Visualization**							**January 2025 - March 2025**
- Designed and automated SQL ETL workflows to consolidate six disparate datasets, reducing data prep time and supporting unified business reporting.
- Developed executive-level dashboards in Tableau, surfacing KPIs and insights to drive strategic decisions across business units.

## PROFESSIONAL EXPERIENCE

**Billionaire Club Co LLC**								**Rochester, NY**

**Python Developer (Part-time, remote)**					**September 2023 - July 2024**
- Enhanced data management processes by developing and deploying Django models integrated with PostgreSQL, improving user data management and reporting efficiency.
- Enhanced reporting efficiency by automating processes, contributing to a 10% increase in revenue through data-driven solutions.
- Worked cross-functionally to identify and implement process improvements, enhancing scalability and operational efficiency.

**Quantum Risk Analytics, Inc.**								**Rochester, NY**

**Python Developer and QA Engineer**						**November 2023 - February 2024**
- Developed robust testing frameworks that reduced data defects in COVID-19 risk models by 25%, boosting output reliability and stakeholder confidence.
- Built interactive visualizations using Matplotlib to distill complex risk factors into accessible dashboards for strategic reporting and communication.

## SKILLS

- **Programming and Data Analysis:** Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), R, SQL, MySQL, Hive, Excel (VBA), Statistical Analysis, Predictive Modeling, Machine Learning, Workflow Automation, API integration.
- **Visualization and BI Tools**: Tableau, Power BI, Streamlit, Jupyter Notebook, Data Visualization, and Dashboard Development.
- **Technologies**: Jira, Hadoop, AWS, GitHub, PowerPoint, Google Suite, Microsoft Suite, Databricks for scalable analytics, ETL Processes, Business Intelligence.