TAYA J. DAILEY

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EDUCATION

OAKLAND UNIVERSITY   Rochester Hills, MI
Master of Science, Business Analytics   Expected May 2026
Bachelor of Science, Management Information Systems   December 2022

EXPERIENCE

BLUE CROSS BLUE SHIELD OF MICHIGAN
Detroit, MI

Data & Training Analyst   July 2023 - Current
- Developed AI-powered training content (Quantum Sim), streamlining onboarding and improving analyst learning efficiency.
- Designed and optimized SharePoint tools, enhancing remote collaboration and reducing project delays.
- Delivered executive reports and presentations, driving data-informed business decisions across departments.
- Collaborated with remote teams using Microsoft Teams and SharePoint to manage projects and provide timely insights.

PROJECT

Portfolio Website – **Ongoing Enhancements**
HTML, CSS, JavaScript, GitHub
- Designed and launched a professional website to showcase technical projects and downloadable resume/portfolio PDFs.
- Features interactive sections highlighting data analytics, development, and machine learning work.
- Demonstrates front-end skills with Clean UI, responsive layout, and modern design.

Customer Churn Predictions Model
Python, Scikit-Learn
- Built a Random Forest model to predict telecom customer churn using and visualized key churn drivers.
- Cleaned and engineered features from 7,000+ real-world customer records for model training
- Achieved strong accuracy using Random Forest; visualized insights using Seaborn and Matplotlib

SQL Website Customer Insights
SQL Queries, SQLite
- Created a website analytics database using synthetic visitor data to analyze customer engagement and conversion patterns.
- Designed a 500-record synthetic dataset and executed complex SQL aggregation queries.
- Provided downloadable database and query files for easy replication.

TECHNICAL SKILLS

Software Applications: Google Suite, Microsoft SharePoint, Google Analytics, GitHub

Digital Visualization Tools: Tableau, Power BI

Programming Languages: Python, R, CSS, JavaScript, HTML, VBA

RDBMS: SQL

CRM: Salesforce

Generative AI: Quantum Sim, ChatGPT