IRIS BROOK

Brookline, Massachusetts

617-992-6318 | iris.brook123@gmail.com | linkedin.com/in/iris-brook/

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, SLOAN SCHOOL OF MANAGEMENT Cambridge, MA
Master of Business Analytics, Operations Research Center, GPA: 3.8/4.0 2023 – 2024
Coursework: Machine Learning, Optimization Methods, Analytics Edge, Digital Marketing, Marketing & Product Analytics

- Optimization Project: Optimized allocation of MBTA bus routes to fulfill passenger demand, attaining 95% coverage of demand while reducing the bus fleet size by 30% (Julia)
- Analytics Edge Project: Developed a boosted regression model for Delta's flight disturbances using feature analysis of delay and cancellation data; presented recommendations for reducing future disruptions (Python, Julia)
- Leadership: MBAn Leadership Council - Director of Events

TULANE UNIVERSITY, A. B. FREEMAN SCHOOL OF BUSINESS New Orleans, LA
Bachelor of Science in Management, cum laude GPA: 3.8/4.0 2019 - 2023

- Major: Business Management and Computer Science, Minor: Mathematics
- Coursework: Corporate and Cooperative Strategy, Ordinary Differential Equations, Strategic Management
- Leadership: Supplemental Instructor for Business Analytics classes for 3 years, Secretary for Phi Mu Fraternity

TECHNICAL SKILLS

- Python, R, SQL, Julia, LaTeX, Salesforce, DataBricks, PyCharm, Tableau

EXPERIENCE

MIT SLOAN / MFS Investment Management Cambridge, MA
Data Science Intern; Capstone Project (7 months) February – August 2024

- Engineered an NLP-powered tool for efficient meeting note summarization, transforming over 500 keywords into structured discussion topics that seamlessly integrate into the recommendation system, optimizing client engagement
- Led development of topic impact scoring framework that informed future investment decisions, driving a projected $3.4 million in value by maximizing efficiency in client interactions
- Established a topic recommendation system for client-facing teams, cutting preparation time by 37.5% and enabling a 10% increase in weekly meetings, strengthening client relationships and fostering sustained investments

MIT SLOAN / AB INBEV Cambridge, MA
Analytics Lab Project Team Member (Python, SQL, DataBricks) Product Ranking Framework August - December 2023

- Developed a LightGBM ranking algorithm, integrating behavioral data; resulted in a 1% and 3% increase in precision and recall respectively for the recommended order category as well as 8% increase in mean average precision for the upsell category
- Directed the creation of 2 distinct Random Forest models involving cleaning, integration, and enhancements of datasets

LEPAGE CENTER FOR ENTREPRENEURSHIP AND INNOVATION New Orleans, LA
Center for entrepreneurship at Tulane University and across the Gulf South 2022 - 2023
Research Assistant and Student Fellow

- Drove 20% increase in pitch competition participation through strategic marketing initiatives and stakeholder engagement
- Developed Greater New Orleans Startup Report, leading data collection efforts that captured 70% of Gulf South entrepreneurs

CELONIS Chicago, IL
German data processing company that offers software as a service to improve business processes Summer 2022
Intern Execution Management Consultant

- Led development of SQL forecasting model and visual analytics dashboard that uncovered $30M in operational efficiencies, driving executive decision-making through innovative process visualization
- Managed portfolio of 15-20 daily customer requests, taking initiative to develop comprehensive process analysis dashboards

SIGMA Sharon, CT
Nonprofit enrichment STEM program 2021 - Present
Assistant Director

- Directed operations for two 180-person STEM programs, overseeing $800K budget and leading team of 75 volunteer staff
- Formalized organizational processes and workflows, enabling transition to a small business and the successful launch of a second educational program - expanding overall program capacity by over 50%

ADDITIONAL INFORMATION

- Languages: Russian (fluent), Spanish (basic)
- Interests: competitive ballet and jazz dancer, painting with oil and acrylic paints, passionate event planner