MARIAN (SHANTI) SANCHEZ BARBERO

Cambridge, MA

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https://kimshan1.github.io/about_us.github.io/

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, SLOAN SCHOOL OF MANAGEMENT   Cambridge, MA

Candidate for Master of Business Analytics, Operations Research Center, August 2024   2023-Present

- Coursework: Machine Learning under Optimization Lens, Analytics Edge, Deep Learning, Marketing Analytics
- Machine Learning Project: Programmed a CNN model to detect malicious smart contracts (Python, TensorFlow,)
- Optimization Project: Designed an Amazon recommendation system based on product ratings and price (Gurobi, Python)
- Deep Learning Project: Authorship Prediction and Personalized Text Generation Using Chat Data (OpenAI)
- Activities: MITxHarvard Women in AI, Women in Management Club, Business Development Club

MEXICO AUTONOMOUS INSTITUTE OF TECHNOLOGY   Mexico City

Master of Data Science   2022-2023

- Coursework: Deep Learning, Bayesian Modeling, Numerical Methods, Data Visualization

MEXICO AUTONOMOUS INSTITUTE OF TECHNOLOGY   Mexico City

Bachelor of Science in Business Engineering & Bachelor of Science in Industrial Engineering   2017-2022

- Honors: 90% scholarship award for academic excellence to cover joint degree
- Coursework: Logistics, Data Mining, Statistics & Probability, Finance, Econometrics, Business Strategy, Data Structures
- Thesis: Methodology for Sentiment Analysis in Twitter using Python, Applied to Electric Cars (Scikit-learn, NLP)
- Leadership: President of ITAM's Engineering Magazine publishing topics through the eyes of students from different majors

TECHNICAL SKILLS

- Python, R, Julia/JuMP, SQL, QGIS, MATLAB, Tableau, Looker, Power BI, Azure Open AI, Autogen, Langchain

EXPERIENCE

MIT SLOAN | DOOSAN BOBCAT CAPSTONE PROJECT   Cambridge, MA

Project: *Build multi agents to extract web information and leverage it to explain Mkt Share (Autogen, OpenAI)* Feb 2024-Present

MIT SLOAN | OPERATIONS RESEARCH   Cambridge, MA

Research Assistant under Professor Georgia Perakis   Sep 2023-May 2024

- Analyzed promotion strategies for BigC, the largest retailer in Thailand, in order to increase softeners profit (PyTorch)

MIT SLOAN | ASIAN WOMEN FOR HEALTH   Cambridge, MA

Non-profit organization dedicated to advancing Asian women's health   Sep 2023-Dec 2023

Analytics Lab Team Member: finding patterns in large health survey data

- Built a Decision Tree Classification Model to explore the intricate relationship between social determinants and health care insurance within Asian communities (Python, Tableau)
- Analyzed relationship between social determinants and stress level within cultural communities to tailor training programs
- Identified cohorts to target for education, awareness, and development of community resources on health insurance and communicated them to the Chief Development and Innovation Officer

DIDI   Mexico City

Leading mobile transportation platform   2021-2023

Operations Analyst

- Conducted a geofence strategy promotion based on density of demand increasing trip growth by ~3% (SQL, Python, QGIS)
- Increased ROI by 10% by implementing a cohort strategy "do X get Y" to incentivize supply
- Delivered presentations and effectively communicated complex concepts to diverse audiences of 100 + executives

MORGAN STANLEY   Mexico City

Equity Research Analyst - Intern   2020-2021

- Created valuation and forecasting price models to build portfolio insights (Python)
- Developed a forecasting model for cement prices and a descriptive analysis for potential bridges reconstruction in the US (R)

ADDITIONAL INFORMATION

- Languages: Native Spanish, Intermediate Korean, Basic Japanese
- Interests: Chess , Learning New Languages, Jazz and Classical Music, Roller Skating and Reading