

# ISAAC MCSORLEY

(319) 931-8757 | [isaac-mcsorley@uiowa.edu](mailto:isaac-mcsorley@uiowa.edu) | [immcsorley.github.io](https://github.com/immcsorley) | [linkedin.com/in/immcsorley](https://www.linkedin.com/in/immcsorley)

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## EDUCATION

### THE UNIVERSITY OF IOWA

Master of Science, Business Analytics

December 2023

B.B.A., Business Analytics and Information Systems

December 2022

- **GPA:** 3.8/4.0 | University Dean's List
- **Activities:** Graduate Teaching Assistant, Tippie Technology Club, USITCC Case Competition Winner
- **Classes:** Data Mining, Text Analytics, Database Management, Machine Learning, Cloud Computing

## TECHNICAL SKILLS

**Tools** - Python (pandas, scikit-learn, matplotlib, NumPy), R, SQL, Power BI, Tableau, Salesforce, Excel, Azure

**Methodologies** - Skilled in data engineering, ML modeling, data wrangling/mining, statistical methods

**Certifications** - Microsoft Azure Fundamentals

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## EXPERIENCE

### SPARTAN FORGE - DEER MOVEMENT PREDICTION APP

**Remote**

Machine Learning Research Intern

October 2022 - Present

- Assisted with the R&D of innovative AI solutions for projects to advance the capabilities of the application and expand user outreach
- Collected public data for new vector mapping layers that can be utilized in the app which reduces operational expenditure on overhead mapping services needed after collection, utilized Python for data normalization and seamless integration into the backend of the app

### JP MORGAN CHASE & CO.

**Chicago, IL**

Global Finance & Business Management Summer Analyst

June 2022 - August 2022

- Provided financial analysis support to teams across 5 products and multiple lines of business
- Designed and implemented a forecasting model to project the impact of changes in the cost of funds due to Fed interest rate increases, successfully deploying the model to the investment bank commercial card team
- Evaluated budget model performance and recommended adjustments based on performance assessments

### THE UNIVERSITY OF IOWA COLLEGE OF NURSING

**Iowa City, IA**

Database Developer

February 2022 - May 2022

- Constructed a relational database in Microsoft Access for the College of Nursing, enabling tracking of over 100 hospitals participating in their nursing residency program annually
- Optimized data collection and reporting procedures through Access queries and reports, resulting in significant reductions in invoicing and reporting times and increasing productivity by up to 50%
- Implemented workflow automation, such as data entry, resulting in a time savings of over 4 hours per week

### HNI CORPORATION

**Muscatine, IA**

Data Analyst Intern

June 2021 - August 2021

- Formed a competitive analysis targeting growth in sales by analyzing data from top competitors to build a pricing strategy better aligned with the rest of the market
  - Performed ad hoc reporting: Used Salesforce to gather data, then cleaned and transformed the data into reports and visualizations using Power BI/Excel
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## PROJECTS (see GitHub)

**Churn Rate Predictive Modeling:** Analyzed a credit card company dataset. Training & validating a machine learning model which resulted in 86% recall, also identifying key variables that lead to customer churn.

**Network Bandwidth Analysis:** Consulted with a nationwide retail store, conducting network usage analysis for 20+ stores. Leveraged Python for data cleaning and normalization, and Tableau for data visualization. Presented recommendations for targeted resource reallocation to reduce operational expenses based on data insights found.