

## Atlas Insight Continues to Expand Its Site Selection and Incentive Consulting Team

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Brooke Attardi joined the Atlas team in 2020 as an Analyst. An expert in data analytics, Brooke works with Atlas' Research and Compliance teams. In this capacity, she assists in the site selection process by analyzing key demographic information as well as assists in incentive compliance by ensuring that Atlas' clients are staying current and in compliance with their incentive agreements.

Brooke holds a bachelor's degree from Monmouth University in Mathematics along with a minor in Information Technology. While Brooke was in college, she graduated with summa cum laude, honors, and as a result of her strong analytics skills, was awarded a Merit in Mathematics.

In 2019, Brooke assisted a local fitness studio by leading an independent analysis of finances, marketing, and client retention leading to positive results. She was also part of a collaboration that used a statistical approach to study and make projections about mangrove populations in the Caribbean. In addition, she led a research team that used mathematical modeling techniques to investigate beach erosion levels. Brooke is well traveled, having studied abroad and participated in multipled service trips to Central America.