LEILA SOLTANI

SENIOR PRODUCT ANALYST

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SUMMARY

Data Analytics professional with over 7 years of experience delivering end-to-end analytics solutions. Adept at leveraging data storytelling and analytical frameworks to drive product insights and strategic decision-making. Proven success in collaborating with cross-functional teams. Demonstrated impact in transforming business operations into data-driven environments, notably enhancing reporting standards and supporting product teams to align with evolving market demands.

EMPLOYMENT

Agile Datapro
AI Product Architect · Nov. 2024 to Current, Nov. 2024 to Current · San Jose, CA

- Develop comprehensive solution documents, including business requirements and technical stack, to support the design and functionality of an AI-driven application.
- Collaborate with stakeholders, including clients, product managers, and data engineers, to align product requirements and ensure seamless development and deployment.

Code.org
Localization Program Manager · Aug. 2024 to Nov. 2024 · Remote

- Collaborated with project managers and the marketing team to define deliverables aligned with go-to-market (GTM) strategies.
- Coordinated with third-party vendors to proofread training data, optimizing the Translation Management System (TMS) with AI language models (LLMs).
- Led a team of volunteers to incorporate feedback into the minimum viable product (MVP).

Chegg Inc
Senior Product Analyst · Apr. 2023 to June 2024 · Santa Clara - CA

- Provided data-driven insights to the UX/UI team for the alpha version of CheggMate (Multi-Turn Chat System), leading to redefined KPIs that aligned with AI-driven business needs.
- Developed Interface Requirement Documents (IRDs) and product launch analytics plans in collaboration with Product and Data Solutions, ensuring alignment with stakeholder goals from day one.
- Collaborated on A/B test analysis (design, implementation, and results interpretation) for Chegg's new LLM platform (MTC) as part of a 4-member core team.
- Automated reporting pipelines in Tableau, Amplitude, and Excel, streamlining A/B testing and GTM strategy execution.

Manager, Business Operations Analysis · Apr. 2020 to Mar. 2023

- Conducted a comprehensive analysis of Covid-19's impact on the business, providing actionable insights to the strategy team, which contributed to a significant increase in company market value.
- Partnered with Product Managers to optimize the company's e-reader app features, using Amplitude dashboards and models using detailed clickstream data to guide enhancements.
- Performed ROI analyses on multiple products (TBS, Q&A), leading to a strategic shift away from TBS investments and changes to the "In-House" answering team operations in India.

Senior Business Analyst · Oct. 2018 to Mar. 2020

- Utilized machine learning algorithms to create demand forecasting models for textbook editions, leveraging R and Python on the DataBricks platform.
- Led dynamic pricing implementation for a catalog of over 10M SKUs using time series analysis in R, resulting in significant revenue growth.
- Conducted seasonal adoption analyses to identify potential catalog expansion opportunities for the consignment program, partnering with major American college textbook publishers to drive growth.

Business Analyst · Apr. 2017 to Sept. 2018

- Implemented and automated custom data pipelines (ETL) to executive dashboards in Tableau/Domo for the textbook business unit, streamlining reporting and insights delivery.
- Developed and automated detailed marketing funnels for each ISBN using Adobe Analytics and Redshift on the DataBricks platform, enabling near real-time insights into user behavior to optimize pricing decisions.

EDUCATION

San Jose State University · Aug. 2015 to May 2017
MSc Industrial and System Eng

Sharif U of T, School of Business and Economics Jan. 2011 to May 2012
MBA General

Sharif University of Technology · Sept. 2004 to May 2009
BSc Industrial Engineering

SKILLS

QUANTITATIVE SOFTWARE: Python, R, SQL, Excel, Tableau, PowerBI, A/B Testing
OTHERS: Web Design (HTML/CSS/JavaScript), Team working, Jira, Confluence, Amplitude , AWS, Databricks, GitHub, Data Storytelling, Dashboarding, Azure, Campaign Management through Public Narrative