

Leila Soltani

DATA SCIENCE - PRODUCT ANALYSIS

SF Bay Area

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Summary

Highly analytical and detail-oriented professional with 8+ years of experience in product and data analysis, with a proven track record of leveraging SQL, Python and Data Governance platforms to create ETL pipelines, generate reports, and drive product improvement. Experienced in analyzing the performance and quality of complex products, including those leveraging LLM technologies. Strong ability to collaborate with cross-functional teams, communicate findings clearly, and contribute to process improvements in fast-paced environments.

Skills

QUANTITATIVE SOFTWARE Python, R, SQL, Excel, Tableau, PowerBI,
OTHERS Jira, Confluence, Amplitude, AWS, Databricks, GitHub, Dashboarding, Azure, Data Storytelling, Campaign Management through Public Narrative

Experience

Digital Age Academy Inc

Remote

DATA SCIENCE CONSULTANT

Apr. 2025 - Present

- Collaborated with cross-functional teams and community stakeholders to frame impactful, data-driven questions, guiding grassroots participants through the full data science life cycle—from problem definition to actionable insights.

Agile DataPro

San Jose, CA

AI PRODUCT - ANALYTICS CONSULTANT

Nov. 2024 - Apr. 2025

- Defined analytics solutions:** Developed detailed solution documents, outlining business requirements and technical specifications for an AI-driven application
- Facilitated cross functional alignment:** Collaborated with stakeholders to gather and translate business needs into actionable analytics requirements.

Code.org

Remote- Part-time

LOCALIZATION TEAM MEMBER

Aug. 2024 - Dec 2024

- Contributed to strategic GTM alignment:** Worked with cross functional team to define project deliverables to support go-to-market strategies.

Chegg Inc

Santa Clara, CA

SENIOR PRODUCT ANALYST

Apr. 2023 - Jun. 2024

- Enhanced Product Planning:** Influenced product roadmaps through informative impact sizing, enabling strategic decision-making. (Cheggmate KPIs, product launch analytics)
- KPI Development:** Designed and implemented KPIs and metrics tailored to product squads. (Cheggmate KPIs, LLM platform A/B testing)
- Applied SQL queries and Python scripts** to automate reporting pipelines in DataBricks, Tableau, Amplitude, and Excel to streamline A/B testing and GTM strategy execution.
- Collaborated closely with DSO and Product** team to define metrics and implement the procedure for **company's custom-tuned LLM**.

MANAGER, BUSINESS OPERATIONS ANALYSIS

Apr. 2020 - Mar. 2023

- Quantitative Intuition:** Translated qualitative insights into quantitative frameworks using Amplitude dashboards and clickstream data, providing deep analytical insights into business success (Covid-19 impact analysis, e-reader app optimization)
- Opportunity Identification:** Performed ROI analyses on multiple products, leading to strategic shifts in investment and operations.
- Collaborated with data engineering** to architect analytical solutions using the DataBricks platform.

SENIOR BUSINESS ANALYST

Apr. 2017 - Mar. 2020

- Data Product Development:** Built end-to-end data products to provide actionable insights. (Demand forecasting models, marketing funnels)
- Built rigorous experiments:** Implemented dynamic pricing for 10M+ SKUs using time series analysis, driving significant revenue growth.
- Identified opportunities for customer acquisition and retention:** Conducted seasonal adoption analyses to identify catalog expansion opportunities.
- Data Integrity and Quality:** Collaborated with developers on database design and implemented data quality checks. (Automated ETL pipelines, marketing funnels)
- Provided actionable insights:** Developed and automated marketing funnels using Adobe Analytics and Redshift, enabling near real-time insights for pricing optimization.

Education

San Jose State University

San Jose, CA

M.S. IN INDUSTRIAL AND SYSTEM ENGINEERING

Aug. 2015 - Apr. 2017

Sharif University GSME(Graduate School of Management and Economy)

MBA - GENERAL

Jan. 2011 - May. 2012

Sharif University of Technology

B.S. IN INDUSTRIAL ENGINEERING

Sep. 2004 - May. 2009