Leila **Soltani**

SENIOR PRODUCT/DATA ANALYTICS

SF Bay Area

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Summary

Results-driven Senior Data Analyst with 7+ years of experience leading end-to-end analytics projects and delivering actionable insights. Proven ability to build and maintain complex data pipelines. Skilled in collaborating with cross-functional teams to define data models, optimize product performance, and improve reporting standards. Passionate about leveraging data to drive impactful changes.

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

Agile DataPro — *San Jose, CA*

AI PRODUCT - ANALYTICS — *Nov. 2024 - Present*

- **Defined and documented comprehensive analytics solutions:** Developed detailed solution documents, outlining business requirements and technical specifications for an AI-driven application, ensuring clarity and alignment for development and deployment.
- **Facilitated stakeholder alignment on data-driven product requirements:** Collaborated with clients, product managers, and data engineers to gather and translate business needs into actionable analytics requirements, ensuring seamless integration and effective data utilization.

Code.org — *Remote- Part-time*

LOCALLIZATION TEAM MEMBER — *Aug. 2024 - Dec 2024*

- **Contributed to strategic GTM alignment through collaborative deliverable definition:** Partnered with project managers and the marketing team to define project deliverables that directly supported go-to-market (GTM) strategies.
- **Facilitated feedback integration for product improvement:** Worked with a team of volunteers to gather and incorporate feedback into the minimum viable product (MVP).
- **Ensured translation quality and product alignment through rigorous proofreading:** Proofread translations from various sources to ensure they met quality standards and maintained consistency with the overall product.

Chegg Inc — *Santa Clara, CA*

SENIOR PRODUCT ANALYST — *Apr. 2023 - Jun. 2024*

- **Owned analytics projects from conception through execution:** Redefined KPIs for CheggMate (Multi-Turn Chat System) based on data-driven insights, aligning with AI-driven business needs. Developed Interface Requirement Documents (IRDs) and product launch analytics plans.
- **Built and maintained complex data pipelines:** Automated reporting pipelines in Tableau, Amplitude, and Excel, streamlining A/B testing and Go-To-Market (GTM) strategy execution.
- **Led and managed quantitative analysis projects:** 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.

MANAGER, BUSINESS OPERATIONS ANALYSIS — *Apr. 2020 - Mar. 2023*

- **Identified trends in metrics:** Conducted comprehensive analysis of Covid-19's impact, providing actionable insights that contributed to a significant increase in company market value.
- **Worked closely with end-user teams:** Partnered with Product Managers to optimize e-reader app features using Amplitude dashboards and clickstream data. • Provided data-driven insights to the UX/UI team, contributing to product enhancements.
- **Led and managed quantitative analysis projects:** Performed ROI analyses on multiple products, leading to strategic shifts in investment and operations.

SENIOR BUSINESS ANALYST — *Apr. 2017 - Mar. 2020*

- **Built and maintained complex data pipelines:** Utilized machine learning algorithms in R and Python (DataBricks) to create demand forecasting models. • Implemented and automated custom ETL pipelines for executive dashboards in Tableau/Domo to streamline reporting and deliver actionable insights. • Developed and automated detailed marketing funnels using Adobe Analytics and Redshift, enabling near real-time insights for pricing optimization.
- **Led and managed quantitative analysis projects:** Implemented dynamic pricing for 10M+ SKUs using time series analysis in R, resulting in significant revenue growth.

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*