

Leila Soltani

DATA SCIENTIST – ML EVALUATION AND EXPERIMENTATION

SF Bay Area

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Summary

Data Scientist with **8+ years of experience** in evaluation, experimentation, and applied machine learning analytics for **large-scale, user-facing products**. Proven track record of **designing rigorous evaluation frameworks** for AI/ML systems, including metric definition, statistical validation, A/B testing, and human-in-the-loop assessment of model outputs. Experienced in **building scalable analysis and evaluation pipelines**, working with complex behavioral and language-driven datasets, and translating evaluation results into actionable guidance for model development and product quality. Strong partner to engineering and research teams, with hands-on experience evaluating LLM-based systems, defining quality bars, monitoring regressions, and informing iterative model and feature improvements across consumer-facing platforms.

Experience

Data Science - Analytics Consultant

Remote

DIGITAL AGE ACADEMY INC - FREELANCE

Nov. 2024 - Present

- Prototyped an **LLM-based analytics and evaluation assistant** that translated natural language questions into structured analytical workflows using agent-based reasoning.
- Designed and owned **evaluation frameworks for LLM-generated insights**, defining quality metrics, scoring rubrics, and regression tests to assess correctness, robustness, and business relevance.
- Applied **model and agent evaluation methodologies** to experimentation and analytics automation use cases, **aligning AI outputs** with executive decision-making standards.
- Led end-to-end analytical workflows, from **problem formulation and data requirements** to scalable analysis and insight delivery.

Chegg Inc

Santa Clara, CA

SENIOR DATA SCIENTIST - PRODUCT ANALYTICS

Apr. 2023 - Jun. 2024

- Led measurement and evaluation for **Cheggmate**, an LLM-powered product, defining system-level KPIs to assess user engagement, response quality, and feature effectiveness.
- Designed, executed, and analyzed **statistically rigorous A/B experiments** to evaluate model-driven product changes, informing ranking, UX, and feature iteration decisions.
- Partnered closely with **ML engineers and product teams** to define metrics, validate data quality, and monitor performance of AI-driven features.
- Built automated, scalable **evaluation and experimentation reporting pipelines** using Databricks, Tableau, and Amplitude to track regressions and guide launches.

MANAGER, BUSINESS OPERATIONS ANALYSIS

Apr. 2020 - Mar. 2023

- Translated qualitative user feedback **into quantitative, testable hypothesis**, leading analysis on major business initiatives such as COVID-19 impact and e-reader app optimization.
- Collaborated with data engineering** to improve data infrastructure on Databricks, enhancing data availability and reliability for analytics.

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)
- Partnered with developers to **implement ETL pipelines** and data quality checks, ensuring reliability of insights.
- Provided actionable insights:** Developed and automated marketing funnels using Adobe Analytics and Redshift, enabling near real-time insights for pricing optimization.

Skills

Programming & Data Analytics

Python (ML systems, LLM evaluation, data pipelines), SQL, R, Spark, Databricks, clickstream Data, AWS, Azure

Machine Learning & Evaluation

ML & LLM Evaluation Frameworks, Experiment Design & Statistical Validation, A/B Testing & Causal Inference, Metric Design & Quality Bar Definition

Product & Collaboration

Cross-functional ML partnerships (Engineering, Research, Product), Data Storytelling & Executive Communication

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- OPERATIONS RESEARCH

Sep. 2004 - May. 2009