

Louis Zhao

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Los Angeles CA



EDUCATION

University of California Los Angeles

B.S. in Mathematics of Computation

Graduation: June 2022

GPA: 3.70

PROFESSIONAL EXPERIENCE

Meta Reality Labs – Business Data Scientist

June 2025 – Present

- Led end-to-end experimentation and statistical analysis for paid campaigns promoting Meta's AI glasses across Instagram and Facebook; **identified high-performing audiences and creatives, driving an 11% increase in net sales at first-party retail stores.** Built scalable experimentation and targeting frameworks for future launches.
- **Served as analytics lead across three concurrent consumer wearables launches;** built and operationalized measurement plans and learning agendas, defined success metrics, causal hypotheses, and guardrails, and ensured robust measurement capabilities to enable data-driven investment decisions.
- **Analyzed user engagement, device ownership, and demographic patterns** across a multi-product wearables portfolio to quantify cannibalization and halo effects between product generations and new launches; **informed product positioning, pricing strategy, and executive decisions that drove double-digit YoY portfolio growth.**
- **Improved retail operations through data-driven diagnostics;** analyzed in-store computer vision tracking and demo session logs to identify software and hardware failure modes, **increasing tracking accuracy by 35% and improving downstream analytics reliability.**
- **Partnered cross-functionally with UXR, Engineering, and Product** to drive analytical rigor in insight generation and reporting; **developed scalable reporting frameworks for leadership** across software, hardware, and operational initiatives supporting Meta Reality Labs' go-to-market strategy.

Deloitte – Data Science Consultant

September 2022 – May 2025

TikTok (Contractor) – Data Scientist (Abuse & Fraud)

- Conducted advanced data analysis on user accounts to **identify malicious bot activity and fake engagement** by detecting signals such as registration methods, and behavioral patterns to achieve a true positive ban rate of over 97%.
- **Developed and implemented clustering models** to group suspicious users based on profile metadata and content/device signals enabling more efficient detection and action against malicious accounts.
- Presented insights and results to leadership, leading to the direct punishment of 50,000+ unique accounts, and indirect rule-based prevention of malicious activity from 200,000 additional accounts, **effectively enhancing platform integrity and user trust.**

Deloitte Internal Project – Data Scientist (Generative AI)

- Developed a **Retrieval-Augmented Generation (RAG)** system using a fine-tuned **Llama 3.1** model with **NVIDIA's end of end NeMo framework** to accurately respond to member-specific insurance claims queries, ensuring tailored and precise answers based on each member's unique data.
- Processed and embedded both structured and unstructured insurance policy and member data utilizing **ChromaDB vector store and Nomic text embeddings**, enhancing both the model's speed and accuracy to **retrieve and understand domain-specific information.**
- **Designed advanced prompt engineering and logic chains** to enable extraction of member information with 93% accuracy through effective user query response pipelines and successfully deployed the application on **Google Cloud Platform (GCP) for scalable cloud-based access.**

Apple (Contractor) – Data Analyst (Customer Analytics)

- Led data discovery and implemented ETL workflows to **process large-scale datasets** for a major technology company's credit card service, enhancing the accuracy and depth of insights into **customer financial and behavioral patterns.**
- **Created and presented comprehensive dashboards to leadership**, translating analyses of complex time series data on 7 million customers into actionable strategies for improving customer retention and engagement.
- Designed and executed **statistical analyses** that evaluated customer segments across demographics, financial metrics, and behavioral patterns, revealing critical insights into segment profitability and driving targeted strategies to **optimize overall customer engagement and retention.**

ADDITIONAL SKILLS

- **Coding Languages:** Python (Sklearn, Pandas, Pytorch, Tensorflow) | R | Matlab | MySQL | NoSQL | Apache Spark | Git
- **Analytical Tools and Cloud Services:** Tableau | PowerBI | Excel | Snowflake | AWS | GCP
- **Data Science and Machine Learning:** ML Algorithms (Supervised, Unsupervised, Time Series, Natural Language Processing) | Model Development and Deployment | AB Testing | Hypothesis Testing | Model Evaluation | Fine Tuning
- **Generative AI:** Large Language Models | Prompt Engineering | RAG | Vector Search | Agentic Evaluation | Claude Code
- **Certifications:** Google Cloud (GCP) Associate Data Practitioner 2025 | NVIDIA Workshop: Introduction to Deep Learning