Fiona X. Li

fionaxli@stanford.edu | Palo Alto, CA

RESEARCH INTERESTS

I study how people and AI systems make decisions, and how to tell whether those decisions work. My work connects applied causal inference, the evaluation of AI agents, and the behavioral side of choice.

- **Evaluating AI agents:** measuring whether agents are trustworthy and useful against real-world outcomes, not only benchmarks.
- **Causal inference for decisions:** practical methods for estimating impact when clean experiments aren't possible.
- **Decision-making and behavior:** how psychology, incentives, supply and demand, and negotiation shape the choices of people and organizations.
- **AI-assisted building:** how people without programming backgrounds use AI tools to create software for their own problems.

TEACHING

Stanford University, Stanford Continuing Studies | Stanford, CA
Instructor | Winter Quarter 2027

- **TECH 85: Vibe Coding: Build Real-World Tools with AI.** Hands-on course in which adult learners, including those without engineering backgrounds, design and build working software tools with AI coding assistants.

APPLIED RESEARCH AND SELECTED PROJECTS

- **Causal measurement of program impact (AWS).** With AWS economists, applied propensity score matching, difference-in-differences, double machine learning, and uplift modeling to estimate the incremental revenue impact of specialist-led customer events.
- **AI agent for business analytics (AWS).** Built an analytics agent on Amazon Bedrock with Claude that answers metric, trend, and business-review questions for a 70-person engineering and product team, cutting review preparation from about 4 hours to 30 minutes per preparer.
- **Linking AI assistant conversations to outcomes (AWS).** Led a prototype that connects AI assistant conversation data to downstream business outcomes, a step toward outcome-based evaluation of AI agents.
- **Impact-first feature evaluation (AWS).** Designed a framework that ties product telemetry to adoption and business outcomes so leaders can prioritize investments.
- **Experimentation at scale (Ticketmaster).** Designed and ran multivariate A/B tests on marketing campaigns for 30M+ users, generating $4.2M in incremental sales.

- **Customer behavior modeling (Ticketmaster).** Built churn and lifetime-value models (BG/NBD, RFM) on clickstream and engagement data for segmentation and targeting.
- **Forecasting (OpenX).** Built ad revenue forecasting models that improved prediction accuracy by 28%.
- **Statistical quality monitoring (Waymo).** Built monitoring to benchmark labeling throughput and anomaly rates across 196K+ LIDAR annotation tasks.

PROFESSIONAL EXPERIENCE

Amazon Web Services, Worldwide Specialist Organization (Go-to-Market) | Mountain View, CA
Senior Business Intelligence Engineer | Oct 2026 - Present
Business Intelligence Engineer II | Aug 2021 - Oct 2026

- Lead the central analytics platform for the go-to-market specialist organization, directing a team of five engineers to unify program, tool, revenue, and workforce data.
- Own the SQL data foundation serving 50K+ internal users, including metric definitions, data quality, lineage, and governance.
- Connected customer events to opportunity and revenue data, giving leaders a trusted view of pipeline and win rates by program.

Waymo (Alphabet) | Mountain View, CA

Product Data Scientist (contract) | Apr 2021 - Aug 2021

NEXT Trucking | Los Angeles, CA
Senior Manager, Head of Business Intelligence | Aug 2020 - Apr 2021

- Founded the analytics and data science team and built the data warehouse and self-serve reporting for a marketplace business.

Ticketmaster (Live Nation) | Los Angeles, CA

Manager, Data Science and Analytics | Aug 2017 - Aug 2020

OpenX Technologies | Pasadena, CA
Senior Business Intelligence Analyst | Dec 2014 - Aug 2017

PricewaterhouseCoopers (PwC) | San Jose, CA
Consultant | Jan 2012 - Nov 2014

- Revenue recognition and pricing analytics for Fortune 500 finance teams.

EDUCATION

Carnegie Mellon University, Heinz College | Pittsburgh, PA
Master of Science, Healthcare Policy Management (Analytics Track); Heinz Program Scholarship

Peking Union Medical College, Tsinghua University | Beijing, China

Bachelor of Science; China National Scholarship

OTHER ACTIVITIES

- **Founder, The Little Owl Guide** (independent venture). Education resource that helps Bay Area families find classes, camps, and learning paths for their children.

SKILLS AND CERTIFICATIONS

Methods: causal inference, A/B and multivariate testing, forecasting, customer lifetime-value and churn modeling, anomaly detection

AI: AI agents on Amazon Bedrock with Claude, Model Context Protocol (MCP), AI coding assistants, prompt engineering

Data: SQL, Python, R, data modeling, Redshift, Apache Iceberg, Tableau, Looker

Certifications: AWS Certified Machine Learning Engineer (Associate); AWS Certified AI Practitioner