Bianca Liebhaber

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Senior Data Analyst | Business Intelligence & Research Analytics

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Biologist-turned-data expert with 5+ years of experience designing KPIs, dashboards, and analytical frameworks to optimize business strategy and operational efficiency. Skilled at translating stakeholder goals into actionable metrics, building scalable data pipelines and models, and delivering self-serve analytics in fast-paced, cross-functional environments. Eager to drive innovation through clear, impactful data storytelling, leveraging strong technical skills and an insatiable curiosity.

Core Competencies

Tools: Tableau, SQLMesh (dbt-comparable), GitHub, Snowflake, Salesforce, Apache Airflow, Google Analytics, AWS, Jira.
Programming Languages: Advanced SQL; basic Python and HTML.
Skills: Music Metadata, KPI Design, Data Visualization, Stakeholder Communication, ETL Pipelines, Performance Reporting.

Work Experience

PitchBook Data (Morningstar Inc.) | Seattle, WA
Senior Data Analyst | May 2024 – Present
Analytics lead for the Research and Market Intelligence teams, owning and developing the department's first analytics layer.
- Recognized as "mission-critical" for replacing 15+ fragmented reports through novel incremental data models—boosting cost savings and execution speed, enabling historical and forecasting analysis, and streamlining technical troubleshooting.
- Chosen by executive leadership to build a user journey network graph that uncovered previously unseen platform activity, surfaced key web traffic insights, and informed immediate changes to lead routing strategy across the marketing funnel.
- Awarded an off-cycle bonus for a high-visibility user engagement dashboard praised for precision and strategic value.

Amazon (Amazon Music) | Seattle, WA
Business Analyst II | Dec 2021 – Jan 2024
Domain expert and dedicated resource for Amazon Music's Catalog division, embedded within the data science organization.
- Created the first analytics program to monitor metadata coverage—such as lyrics, genre, release dates—with listening data.
- Designed, built, and automated the Catalog's first weekly business report covering 250 metrics, saving 8+ hours per sprint, offloading metric duties from four product engineers and enabling reallocation of a proposed BI headcount.
- Selected for the 2022 Amazon Music Employee Spotlight for contributions to team culture and analytics innovation.

Business Analyst I | Aug 2021 – Nov 2021
- Created weekly office hours achieving 72% attendance over 12 months, improving team data literacy and BI tool adoption.
- Delivered litigation-driven analysis that saved Amazon Music $2M+ in royalty-related costs.

Catalog Specialist I | Jan 2019 – Jul 2021
- Built internal Python tools for metadata quality assurance and playlist conversion: "Twitterscraper" to scrape social media (X/Twitter) for genre and lyric data quality issues; "Playlist Converter" to convert Spotify playlists to Amazon Music.

Barber Consulting Group | Remote
Music Programming Lead | Feb 2017 – Present (Part-Time)
Head of music program for our primary client, Nordstrom, with streaming in over 350 stores nationwide.
- Curate and manage monthly updates for five playlists (250–1,000 tracks each), including seasonal and specialty content for Spanish-speaking customers, while partnering with a third-party vendor for licensing and in-store hardware audits.
- Secured three consecutive three-year Nordstrom contract renewals through programming and operational excellence.
- Honored by the Nordstrom Co-President for excellence in content design and strategic execution.

MediaNet | Seattle, WA
Music Content Coordinator | Sep 2017 – Dec 2018
- Pioneered MediaNet's first data analytics program in Power BI to address ingestion bottlenecks and errors.
- Developed the first internship program, saving full-time staff 12+ hours weekly through hiring, training, and mentoring.

Education

B.Sc. in Molecular, Cellular, and Developmental Biology
University of Washington, Seattle, WA