Bianca Liebhaber

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Senior Data Analyst

Biologist turned Data Analyst with 5+ years of experience transforming complex data into clear, actionable insights. Adept at building data pipelines that guide strategic decision-making, with deep experience in the media and music space. Best known for cross-functional collaboration, strong data storytelling, scalable analytics solutions, and delightful elevator conversation.

Core Competencies

Platforms and Tools: Tableau, SQLMesh, Apache Airflow, GitHub, Salesforce, Snowflake, Jira, AWS, Google Analytics.
Programming Languages: Advanced SQL; beginner-level HTML and Python.
Skills: Metrics Definition, Data Visualization, Stakeholder Communication, ETL Pipelines, Strategic Analysis, Media Analytics.

Work Experience

PitchBook Data (of Morningstar Inc.), Seattle, WA   **May 2024 - Present**
Senior Data Analyst, Performance Analytics
Technical expert for the Research, Editorial, and Media Sales teams, owning and developing the department's analytics layer.
- Replaced fragmented reporting with scalable data pipelines, enabling historical trend analysis and forecasting.
- Recognized as a "mission-critical" role for cross-functional efforts across Product, Marketing, Engineering, and Finance.
- Designed, built, and published 15+ data models to replace custom queries in legacy workbooks—reducing tech debt, load times, and single-owner dependency—and standardized documentation to accelerate issue resolution.
- Awarded off-cycle bonus and recognition for a high-impact user engagement dashboard emphasizing design and accuracy.

Barber Entertainment Corp, Redmond, WA (part-time, remote)   **Feb 2017 - Present**
Lead Music Programmer
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 on licensing and in-store hardware audits.
- Secured three consecutive three-year Nordstrom contract renewals through programming and operational excellence.
- Honored by Nordstrom Co-President for excellence in content design and strategic execution.

Amazon | Amazon Music, Seattle, WA   **Jan 2019 – Jan 2024**
Business Analyst II   **Dec 2021 – Jan 2024**
Dedicated BI analyst for Amazon Music's Catalog division, operating within the Data Insights Science and Optimization org.
- Created the analytics program across editorial metadata, supply chain operations, and fraud and content risk management.
- Designed and built a data pipeline to automate Catalog's first weekly business report across 250 metrics saving 8+ hours per sprint, offloading metrics duties from four product engineers, and enabling reallocation of a proposed BI headcount.
- Selected for 2022 Amazon Music Employee Spotlight for contributions to team culture and analytics innovation.

Business Analyst I   **Aug 2021 - Nov 2021**
- Led 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 two tools for Catalog in Python: 'Twitterscraper' to scrape X (formerly Twitter) for music genre and lyrics data quality issues; 'Playlist Converter' to convert Spotify playlists to Amazon Music for internal employee use.

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

Education

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