

Bianca Liebhaber

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Senior Data Analyst | User Engagement & Product Analytics

Biologist-turned full-stack data analyst with 8+ years of experience shaping strategy through insight-driven analytics, measurement design, and experimentation across B2B SaaS and B2C environments. Known for a scientific, self-directed approach to connecting user behavior to business outcomes and building systems that support durable decision-making.

Core Competencies

Insight & Measurement Design: OKRs, engagement modeling, behavioral segmentation, executive narrative development

Analytics Engineering: SQL, Python, SQLMesh (dbt-comparable), Snowflake, Airflow, CI/CD for analytics pipelines

Product Analytics: Event instrumentation, experimentation & validation, data & signal integrity, AI & automation

Visualization & Decision Support: Tableau, executive dashboards, Weekly Business Reviews, stakeholder enablement

Collaboration & Impact: Cross-functional partnership (Product, Marketing, Engineering), roadmap design, documentation

Work Experience

PitchBook Data (Morningstar Inc.)

Senior Data Analyst | May 2024 – Present

Analytics lead on the Research Intelligence team, driving performance analytics to support departmental growth and strategy.

Key Projects

- **Internal Generative AI Signal:** Led end-to-end analysis of AI usage by reverse-engineering frontend events and publishing a Snowflake model, introducing a new signal that quantifies reach and demonstrates measurable research value.
- **Engagement Blind Spot Analysis:** Identified previously untracked right-click report activity by designing a log-based analysis in partnership with backend engineers; revealed that ~70% of engagement occurred through this behavior, fundamentally shifting leadership's understanding and informing 2026 KPI targets.
- **Email Engagement Bot-Detection Model:** Developed a weighted bot-detection model by engineering behavioral signals and validating against multiple sources of truth, reducing metric error from 1200% to <25% and enabling reliable department-wide use of click-based KPIs.

Amazon

Business Analyst II | Dec 2021 – Jan 2024

Embedded analytics resource for Amazon Music's Catalog division, owning catalog performance measurement and reporting.

Key Project

- **Weekly Report Automation:** Designed and automated a 250-metric weekly report using internal ETL pipelines and data modeling, reducing reporting effort by 8+ hours per sprint and eliminating the need for a proposed BI headcount.
- Selected for the 2022 Amazon Music Employee Spotlight for analytics innovation and team impact.

Amazon - Business Analyst I | Aug 2021 – Nov 2021

- Delivered ad hoc litigation analysis saving \$2M+ in projected royalty costs.

Amazon - Catalog Specialist I | Jan 2019 – Jul 2021

- Built Python tools to identify metadata issues and automate playlist migration, improving accuracy and QA efficiency.

Barber Consulting Group | Remote

Music Programming Lead | Feb 2017 – Present (Part-Time)

Head of music program for Nordstrom, curating monthly playlists (250–1,000+ tracks) and coordinating with licensing and hardware teams to ensure nationwide execution.

- Secured three consecutive contract renewals through programming excellence and operational reliability.

MediaNet

Music Content Coordinator | Sep 2017 – Dec 2018

- Launched the company's first analytics program using Power BI to reduce ingestion errors and improve catalog accuracy.

Education

B.Sc. in Molecular, Cellular, and Developmental Biology

University of Washington, Seattle, WA