Bianca Liebhaber

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Senior Data Analyst | Operations Analytics

Biologist turned BI expert with 5+ years of experience transforming ambiguous, high-volume data into actionable business insights. Trusted by executive leadership to drive high-stakes, high-visibility analytics across product, finance, and marketing teams. Best known for cross-functional collaboration, 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 (Morningstar Inc.) | Seattle, WA
Senior Data Analyst, Performance Analytics | May 2024 – Present
Sole analytics lead for the Editorial, Media Sales, and Research teams, owning and developing the department's analytics layer.
- Replaced fragmented reporting with scalable data pipelines, enabling historical trend analysis and forecasting.
- Recognized as "mission-critical" to 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.

Amazon (Amazon Music) | Seattle, WA
Business Analyst II, Catalog & Metadata | 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.
- Automated 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
- 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 QA and playlist conversion: 'Twitterscraper' to scrape X (formerly Twitter) for music 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 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.

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