Bianca Liebhaber

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Senior Data Analyst | User Engagement & Product Analytics

Biologist-turned-full-stack data expert with 8+ years of experience transforming business needs into scalable data systems and executive-ready insights across B2B SaaS and B2C environments. Skilled in leading cross-functional initiatives across Product, Marketing, and Engineering to inform planning, resourcing, and growth. Recognized for building high-impact dashboards, streamlining operations, and managing projects from start to finish—all while bringing clarity, curiosity, and enthusiasm.

Core Competencies

Tools: Tableau, SQLMesh (dbt-comparable), GitHub, Snowflake, Salesforce, Airflow, Google Analytics, Mixpanel, Jira, AWS
Programming Languages: Advanced SQL; basic Python and HTML
Skills: Event Data, KPI Design, Data Storytelling, Strategic Planning, User Behavior Analysis, Data Engineering & Modeling

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Work Experience

PitchBook Data (Morningstar Inc.) | Seattle, WA
Senior Data Analyst | May 2024 – Present
Analytics lead for the Research and Editorial teams, owning and developing the department's first analytics layer. Partner to the VP of Research, shaping annual planning and operational decisions through clean, reliable data and strategic insights.
- Developed and presented the first-ever analysis of product user engagement—linking user activity, account size, and retention data to reveal that highly engaged accounts (active >60% of weeks with 1–2+ active users) drive the majority of revenue and retention YoY—insights adopted by CEO to inform headcount planning and engagement strategy.
- Replaced 15+ fragmented reports with incremental data models—improving cost efficiency and processing speed, enabling historical and forecasting analysis, and streamlining troubleshooting to save stakeholders 3+ hours per week.
- Built a user journey network graph revealing a reversed dominant web traffic flow, correcting prior assumptions by 90%.
- Awarded two off-cycle bonuses for a business-critical user engagement dashboard and innovation in data infrastructure.

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 and genre—using user streaming data.
- Designed and automated a 250-metric weekly report, reducing reporting effort by 8+ hours per sprint, offloading recurring reporting tasks from four product engineers and eliminating 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
- Established recurring office hours to improve team data fluency, reaching 72% participation over 12 months.
- Delivered ad hoc litigation analysis saving $2M+ in projected royalty costs.

Catalog Specialist I | Jan 2019 – Jul 2021
- Built Python tools for quality assurance and playlist conversion to identify metadata issues and migrate playlists.

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 monthly playlists (250–1,000+ tracks) and partner with licensing and hardware teams to ensure execution.
- Secured 3x consecutive contract renewals through programming and operational excellence.

MediaNet | Seattle, WA
Music Content Coordinator | Sep 2017 – Dec 2018
- Launched the company's first analytics program using Power BI to reduce ingestion issues and increase catalog accuracy.
- Developed a formal internship program, saving the team 12+ hours per week through mentoring and delegation.

Education

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