

Senior Analyst, Digital

Job ID
REQ-10043583
Mar 11, 2025
India

Summary

We are in search of a Senior Analyst to become an integral member of our team. With about 4-6 years of experience in a Business Analyst role, you will focus on analyzing our digital marketing initiatives, uncovering critical trends, deriving insights, and playing a key role in informing the strategic direction of our field digital marketing efforts.

About the Role

Location – Hyderabad #LI Hybrid

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Key Responsibilities:

- Use data analytics to derive an understanding of customer behavior, apply segmentation and predictive methods to improve marketing effectiveness.
- Analyze digital marketing performance across various channels such as Email Marketing, **Field Digital like iCVA and RTE** and Content Marketing, and provide optimization recommendations.
- Analyze complex digital data sets and provide strategic insights to drive business decisions.
- Develop, maintain, and improve accurate, actionable, and insightful reporting and dashboards.
- Work closely with cross-functional teams to understand their data needs and deliver reliable, consistent data sources.
- Conduct extensive business process analysis to identify areas for process improvement and efficiencies.
- Stay informed on industry trends and developments to advise management on strategies for business growth.
- Track and report business performance regularly, using findings from data analysis.
Clearly communicate data-driven insights to stakeholders and influence decision-making processes.
- Collaborate with senior management to understand business goals and develop data-driven solutions.
- Create models to automate processes, increasing efficiency and accuracy.
Manage and navigate complex data structures, ensuring data integrity and accuracy.
- Good understanding of Pharma data, Field activity is preferred.

Essential Requirements:

- Bachelor's degree in marketing, Business, Statistics, or a related field. A master's degree is preferred.
- Expertise in using analytics tools (Qlik, Data IKU or any ETL tool), third party media, email marketing platforms etc.
- Strong in SQL and usage of advanced excel.
- Strong analytical and problem-solving skills with a high-level attention to detail.
- Exceptional written and verbal communication skills, with the ability to translate complex data into actionable insights.
- Strong ability to think strategically, analyze, and interpret market dynamics and develop key industry insights.
- Proficient in statistical analysis tools (R, Python, or similar) and data visualization tools (Tableau, Excel, Power BI or similar).
- Ability to work independently and collaboratively in a team environment.

Desired Requirements:

- Demonstrated experience as a Senior Analyst in a Business Analyst role.
- Proficient in complex SQL, Python, Alteryx, or equivalent data management tools.
- Expertise in the digital marketing landscape, with hands-on experience in the Pharmaceutical industry, specifically within Commercial and Marketing analytics.
- Applied advanced analytics methods such as A/B Testing, Hypothesis Testing, and Supervised and Unsupervised classification techniques for data-driven optimizations.
- Certification or formal training in relevant analytics or business intelligence tools would be an added advantage.

Skills:

- SQL
- Advanced Excel
- Advanced Power point
- Python (Good to have)
- Any ETL tools (Alteryx, Knime, DataIKU etc.)
- Analytical Thinking.
- Digital Marketing.
- Marketing Strategy.
- Problem Solving.
- Statistical Analysis.

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a

community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

US

Business Unit

Innovative Medicines

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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