

Market Research Senior Analyst

Job ID
REQ-10037733

1月 23, 2025

India

摘要

-Responsible to work directly with the business to better understand their needs as it pertains the primary and secondary market research, forecasting, field force sizing, segmentation, targeting, analytics etc. Act as a conduit between the business and Global Business Services (GBS) in facilitating support activities. Determine business requirements and then contract the services of GBS to perform the required work. Serve as a point of validation ensuring the GBS output meets local needs.

About the Role

Location - Hyderabad #LI Hybrid

About the Role:

The Market Research Senior Analyst plays a crucial role in the project delivery team by participating

and contributing in analysis creation, developing excel workbooks and updating power-point presentations. He/she has problem solving skills through data analytics. He/she is a team-player, a motivator and self-driven.

Key Responsibilities:

- Identify best market research techniques, best vendors, monitor recruitment, analyze/triangulate results and make strategic recommendations.
- Proactively provide stakeholders with key insights to facilitate business critical decisions and Key Performance Indicators reporting.
- Support annual and mid-year targetting exercises; coordinate with brand teams and TA Heads to set targetting business rules and strategy, develop preliminary.
- Conduct both planned and ad-hoc sales operations projects and analytical research as requested by the business.
- Provide on-going monitoring and analysis of competitors as well as targeted competitive intelligence -Maintain robust and accurate net and gross national and provincial forecasts, pro-actively identifying risks and opportunities over every year of the planning period.
- Ensure all forecasts assumptions are fully documented.
- Support the Budget Impact Analyses process with robust.
- public/private provincial forecasts, including source of business, market share.
- Accountable to perform all duties listed in accordance with applicable GxP principles, and internal/external regulations.

Essential Requirements:

- 4-7 years of Core market research experience with agencies or health care consultancy companies
- Ability to manage market research projects from the front and take calls on project related decisions
- Highly motivated, well versed in working in a team environment
- Ability to work with a cross-functional team in a matrix environment
- Ability to communicate effectively, both oral and written
- Strong ability to plan and organize task for self
- Adaptability to fast changing work environment
- Quality driven approach with high attention to details
- Experience in managing small team(s) of analyst

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

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部门

Operations

Business Unit

CTS

地点

India

站点

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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