

## Senior Analyst (Advanced Analytics)

Job ID  
REQ-10047455

4月 14, 2025

India

### 摘要

About the Role:

Within Insights and Commercial Solutions, below are the key service groups:

- Marketing Effectiveness (Business Analytics, Forecasting, Competitive Intelligence)
- Field Force Operations
- Commercial Consulting
- Brand Insights
- Patient access services (Pricing and market access, etc.)
- Primary Market Research

Provide analytics support to Novartis internal customers (CPOs & Regional marketing and sales teams) on various projects

- Support and facilitate data enabled decision making for Novartis internal customers using data analysis and data science techniques/methods on internal and external (3rd party) data to solve business problems
- Support I&CS business in building capabilities by involving in various initiatives like knowledge sharing, on-boarding and training support, support in all business-related tasks/activities, building process documentation and knowledge repositories.

## About the Role

Senior Analyst, Advanced Analytics

Location - Hyderabad #LI Hybrid

Major accountabilities:

- Delivering projects and managing internal customer expectations across multi-channel marketing analytics, Portfolio Analytics, Targeting and Segmentation, Predictive Analytics, Resource Allocation and Optimization, Other ad-hoc requests.
- Create and deliver customer requirements as agreed SLAs (timeliness, accuracy, quality, etc.) and drive excellent customer satisfaction. Deliver advanced analytical and statistical solutions for various projects related to promotion evaluation, multi-channel marketing (MCM) campaign design, return on investment (ROI) analysis, resource allocation, segmentation, targeting, and other ad-hoc business questions
- Support exploratory research to identify new areas of application of advanced analytics/data science in providing enhanced decision-making support. Deliver services through a structured project management approach with appropriate documentation and communication throughout the delivery of services
- Automation of project codes and development of front-end delivery solutions. Support in creation and maintenance of standard operating procedures (SOPs), quality checklists that will enable excellent quality outputs within the function.
- Support in developing and maintaining knowledge repositories that captures qualitative and quantitative reports of brands, disease areas, macroeconomic trends of Novartis operating markets, etc.
- Comply with all internal functional operating procedures like time tracking, KPI tracking and reporting, and other internal systems and processes. Comply to all Novartis operating procedures as per legal/IT/HR requirements

Essential Requirements:

Technical Skills:

- Statistical Modeling Experience (Covering but not limited to, Regression, Classification, Supervised and Unsupervised Learning Methods, Optimization techniques, Predictive Models, Deep Learning Models, e.g. Neural Networks, Natural Language Processing, Text Mining etc.)
- Programming languages/tools - R, SAS, Python, SQL
- Visualization tools - Qlikview, QlikSense, Tableau
- Working knowledge of MS-Office (MS Excel, VBA, PowerPoint, Access)
- Pharmaceutical industry domain/datasets knowledge - desirable

Education:

Graduation/Post Graduation in Business Administration, Mathematics, Economics, Statistics, Engineering or Quantitative streams

Experience:

- Experience (2- 4 years) in analytics in marketing analytics, experience in pharma industry is preferable
- Should have strong quantitative and systems background
- Strong analytical thinking with problem solving approach
- Should have good ability to understand new data sources in short timeframe and embed them into standard analyses
- A good understanding of pharmaceutical domain and data would be ideal. Should have worked in an international company with exposure to working in a cross-cultural environment
- Strong and proactive business results focus, and proven ability to provide insights that increase productivity

Why Novartis: Our purpose is to reimagine medicine to improve and extend people ' s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You ' ll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

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.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

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>

部门  
US

Business Unit  
Innovative Medicines

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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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](mailto: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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