

# Senior Analyst

Job ID  
393040BR  
May 03, 2024  
India

## About the Role

Role Title: Senior Analyst – APLD

Location: Hyderabad

Role Purpose:

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 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

Essential Requirements:

- 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 per 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

Key Responsibilities:

- Deliver services through 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 maintenance of standard operating procedures (SOPs), quality checklists
- Participate in various knowledge sharing sessions that enables growth and improves quality of GBS deliverables across the function
- Comply with all internal functional operating procedures like time tracking, KPI tracking and reporting, and other internal systems and processes and Comply to all Novartis operating procedures as per legal/IT/HR

requirements Should have good ability to understand new data sources in short timeframe and embed them into standard analyses

- Good understanding of pharmaceutical domain and data would be ideal
- Should have worked in an international company with exposure to working in cross-cultural environment
- Strong and proactive business results-focus, and proven ability to provide insights that increase productivity

Desirable:

- University/Advanced degree is required, Master's degree or equivalent experience in fields such as business administration, finance, computer science or technical field is preferred
- Experience (2-4years) in analytics in marketing analytics, SQL, ETL, APLD experience in pharma industry is preferable. Should have strong quantitative and systems background and Strong analytical thinking with problem solving approach

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>

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>.

Commitment to Diversity & Inclusion:

Novartis embraces diversity, equal opportunity, and inclusion. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential

## Role Requirements

**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

Operations  
Business Unit  
CTS  
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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