

Senior Analyst, Field Digital Analytics

Job ID
REQ-10043583
Mar 18, 2025
India

Summary

We are in search of a sharp-minded Senior Analyst to become an integral member of our team. With your 3-6 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 marketing efforts.

We are in search of a sharp-minded Senior Analyst to become an integral member of our team. With your 3-6 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 marketing efforts.

About the Role

Location – Hyderabad

About the Role:

We are in search of a sharp-minded Senior Analyst to become an integral member of our team. With your 3-6 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 marketing efforts.

We are in search of a sharp-minded Senior Analyst to become an integral member of our team. With your 3-6 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 marketing efforts.

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>

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>

Division

US

Business Unit

Universal Hierarchy Node

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

[Apply to Job](#)

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.

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

Job ID
REQ-10043583

Senior Analyst, Field Digital Analytics

[Apply to Job](#)

Source URL: <https://prod1.novartis.com/careers/career-search/job/details/req-10043583-senior-analyst-field-digital-analytics>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Senior-Analyst-Digital_REQ-10043583
5. <mailto:diversityandincl.india@novartis.com>
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Senior-Analyst-Digital_REQ-10043583