

Data Science Manager

Job ID

REQ-10045491

May 15, 2025

India

Summary

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, onboarding and training support, support in all business-related tasks/activities, building process documentation and knowledge repositories.

About the Role

Manager, Data Science

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.
- Act as a Project Manager and handle multiple projects at once. Lead a small team of Analysts/Senior Analysts in delivering projects.
- 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. Support team leaders in recruitment and on-boarding of new associates within the organization
- 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/Machine Learning
- Must have: Statistical and Machine Learning techniques like Regression (esp., GLM, non-linear, etc.), Classification (CART, RF, SVM, GBM, etc.) Clustering, Design of Experiments, Monte Carlo Simulations, Statistical Inference, Feature Engineering, Time Series Forecasting
- Good to have: Stochastic models, Bayesian Models, Markov Chains, Dynamic Programming and Optimization
- Strong hands-on experience in any one of R or Python and exposure to SAS and SQL. Familiarity with Alteryx will be a bonus
- Visualization tools – Qlikview, QlikSense, Tableau
- Project Management
- Working knowledge of MS-Office (MS Excel, VBA, PowerPoint, Access)
- Learning agility
- Pharmaceutical industry domain/datasets knowledge – desirable

Education:

Postgraduate (or Graduate from a top Tier University) in quantitative discipline (e.g. Statistics, Economics, Mathematics, Computer Science, Bioinformatics, Ops Research, etc.)

Experience:

- Experience (5+ years) in analytics in marketing analytics, experience in pharma industry is preferable
- 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
- Strong stakeholder management skills and ability to work with multiple stakeholders
- 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>

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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

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

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Please include the job requisition number in your message.

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