

# Data Processing Specialist, Market Research

Job ID

REQ-10048831

May 22, 2025

India

## Summary

We are seeking a highly skilled data processing and analytics professional with solid expertise in SPSS, Power BI, Excel (Power Query), and end-to-end market research data handling. The role involves working closely with survey data, from programming understanding to analytics and dashboarding. Prior experience in pharmaceutical studies (e.g., HCP/Patient, ATU) is a strong advantage.

## About the Role

### Key Responsibilities:

- Handle end-to-end survey data processing – including cleaning, transforming, and tabulating data from quantitative studies. Should be able to perform data validation, data cleaning, data tabulation (table scripting), data conversion, data recording, quality checks.
- Understand survey structure, including programming logic, skip patterns, and question flows.
- Identify and resolve data quality issues through rigorous validation and QC processes.
- Work extensively in SPSS for syntax-based tabulation (basic syntax, C-Tables, significance testing, weighting, syntax writing, labelling, statistical modelling).
- Perform correlation analysis, conduct correspondence analysis, utilize factor analysis.
- Leverage Power BI and Excel (VBA, Power Query) to create reports, dashboards, and data visualizations for internal stakeholders.
- Perform advanced statistical analyses such as KDA - regression (linear & logistic), clustering, and segmentation as per project needs.
- Collaborate with researchers to translate study objectives into analytical outputs – KPIs, scores, summaries, and insights.

### Key Skills Required:

- Good Understanding of questionnaire logic, survey flows, and programming structures. Coding of open end (OE) data.
- Strong understanding of survey data tabulation and expertise in SPSS.
- Proficiency in Market research related Statistical Analysis.
- Advanced skills in Power BI (DAX, Power Query, data modelling).
- Strong proficiency in Excel (formulas, VBA, Power Query, pivot tables, data slicing).
- Solid understanding of market research concepts – especially in Pharma (e.g., ATU, HCP/Patient studies, trackers, multi-brand).
- Analytical mindset with hands-on experience in KDA, regression, segmentation, and clustering techniques.
- Ability to collaborate with researchers and understand business questions and objectives.

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Division

Operations

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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