

# Business Insights and Data Analyst

Job ID  
REQ-10029896  
Dec 15, 2024  
Croatia

## Summary

Purpose of this role is to ensure and provide regular analytics for performance management, based on aligned KPIs leveraging Customer Engagement (CRM data) and Market performance analysis, with focus on insights to drive future development and business improvement.

As a Data Analyst focusing on CRM data, you will play a crucial role in analysing customer data to drive business decisions and enhance customer relationships. You will work closely with the customer engagement teams, marketing and therapy area teams, excellence and execution teams to provide actionable insights that improve customer engagement and experience.

## About the Role

### Major accountabilities:

Analyze CRM data and Market performance to identify trends, patterns, and insights that drive business decisions at country and regional level (Adriatic cluster).

Develop and maintain dashboards and reports to monitor key performance indicators (KPIs).

Collaborate with cross-functional teams to understand their data needs and provide analytical support.

Support implementation of customer engagement effectiveness strategies, territory alignment, segmentation and targeting.

Perform data cleansing, validation, and enrichment to ensure data accuracy and integrity.

Ensure implementation of defined criteria and processes at country/regional level in line with global definition.

Utilize statistical methods and data visualization tools to present findings.

Monitor and report on the effectiveness of CRM and OCE (Omnichannel) campaigns and initiatives.

Maximize the efficiency of the CRM data and software to improve customer care, ensuring the CRM's accuracy and reliability.

Bridge the gap between the CRM system and employees who interact with it and resolve any potential problems.

Develop and implement incentive tracking systems to ensure transparency and accuracy in incentive distribution.

Calculate and track incentives for customer engagement teams based on performance metrics and CRM data.

Participate in AI driven projects in customer engagement area.

### **Requirements & Work Experience:**

Bachelor's degree in Data science, Economics/Statistics, Computer Science, or a related field.

Excellent communication skills.

Proven experience as a Data Analyst, preferably experience with CRM platforms (e.g., Salesforce) and data visualization tools (e.g. Power BI) including ability to develop reports and dashboards.

Strong analytical and problem-solving skills.

Ability to work collaboratively in a team environment.

Digital skills: Microsoft Office; Power BI; QlikSense

Ready to develop in innovative environment and to work with diverse stakeholders.

Fast, open minded and curious mindset.

In-depth mastery of external environment and trends.

3+ years of relevant experience in Data Science.

### **Languages :**

- English
- Croatian

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Division

International

Business Unit

Innovative Medicines

Location

Croatia

Site

Croatia  
Company / Legal Entity  
HR03 (FCRS = HR003) Novartis Hrvatska d.o.o.  
Functional Area  
Data and Digital  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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