

Data Insights Lead

Job ID
REQ-10031829
Dec 11, 2024
India

Summary

Drive the strategic use of web analytics to enhance the business online presence and performance. This individual will be responsible for analyzing web data, generating actionable insights, and leading a team to ensure that data-driven decisions support business objectives and digital marketing initiatives

About the Role

Position Title : Data Insights Lead

Location – Hyd-India #LI Hybrid

Your responsibilities include but are not limited to

- **Data Analysis & Reporting:** Lead the collection, analysis, and interpretation of web analytics data from platforms like Google Analytics, Adobe Analytics, and other relevant tools.
- Develop and maintain dashboards and reports to provide insights into website performance, user behavior, and key performance indicators (KPIs).
- Identify trends, patterns, and anomalies in web data to inform strategic decisions and optimize user experience.
- **Strategic Planning:** Collaborate with marketing, product, and IT teams to develop and implement web analytics strategies that align with business goals.
- Provide recommendations based on data analysis to improve website performance, conversion rates, and user engagement.
- **Insights Generation:** Translate complex data into clear, actionable insights for stakeholders. Conduct deep-dive analyses to identify opportunities for optimization and growth. Present findings and recommendations to senior management in a clear and compelling manner.
- **Team Leadership:** Manage and mentor a team of web analysts and data specialists. Oversee the development of team members' skills and ensure alignment with departmental goals. Foster a data-driven culture within the organization.
- **Tool & Technology Management:** Evaluate and implement web analytics tools and technologies to enhance data collection and analysis capabilities. Ensure data accuracy and integrity across all web analytics platforms. Stay updated on industry trends, best practices, and emerging technologies in web analytics.
- **Project Management:** Lead or contribute to cross-functional projects aimed at improving web performance and user experience. Manage timelines, resources, and deliverables to ensure successful project outcomes.

Desirable Requirements:

- 10+ years of experience in web analytics, data analysis, or a related field, with at least 2 years in a leadership role. Strong analytical skills with the ability to interpret complex data and generate actionable insights. Proficiency in data visualization tools (e.g., Tableau, Power BI).
- Excellent communication skills with the ability to present data insights to non-technical stakeholders. Experience with A/B testing, multivariate testing, and conversion rate optimization.
- Familiarity with SQL, Python, or other data manipulation languages is a plus
- Proven experience with web analytics tools such as Google Analytics, Adobe Analytics, or similar platforms.
- Strong leadership & team mgmt skills. Detail-oriented with a passion for data accuracy and integrity. Ability to work collaboratively in a fast-paced, dynamic environment and strategic thinker with a focus on delivering results.

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>

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Commitment to Diversity & Inclusion:

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

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
Alternative Location 1
Dublin (NOCC), Ireland
Alternative Location 2
INSURGENTES, Mexico
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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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.

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