

# Senior Analyst APLD

Job ID  
389449BR  
May 08, 2024  
India

## Summary

Provide analytics support to Novartis internal customers (CPOs & Regional marketing and sales teams) on various low-medium complexity analytical reports.

## About the Role

Role Title: Senior Analyst - APLD

Location: Hyderabad

Role Purpose:

Provide analytics support to Novartis internal customers (CPOs & Regional marketing and sales teams) on various projects

Key Responsibilities:

- 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 NBS CONEXTS-I&CS business in building capabilities by involving in various initiatives like knowledge sharing, on-boarding and training support, support in all business related tasks/activities, building process documentation and knowledge repositories
- Delivering projects and managing internal customer expectations across, Multi-channel marketing analytics, Portfolio Analytics, Targeting and Segmentation, Predictive Analytics and Resource Allocation and Optimization Other ad-hoc requests
- Hands on experience of 3+ years into statistical Modeling Experience(Covering but not limited to, Regression, Classification, Supervised and Unsupervised learning methods, Optimization techniques, Predictive Models, Deep learning Models, Neural Networks, Natural language Processing, Text Mining etc.)

## Essential Requirements:

- Build and deliver customer requirements as per agreed SLAs (timeliness, accuracy, quality, etc.) and drive excellent customer happiness

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- Deliver sophisticated analytical and statistical solutions for various projects related to promotion evaluation,

multi-channel marketing (MCM) campaign design, return on investment (value) analysis, prioritisation, segmentation, targeting, and other ad-hoc business questions

- Support exploratory research to identify new areas of application of advanced analytics/data science in providing improved decision making support
- Deliver services through 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 and support in maintenance of standard operating procedures (SOPs), quality checklists
- Participate in various knowledge sharing sessions that enables growth and improves quality of NBS CONEXTS work across the function
- Align with all internal functional operating procedures like time tracking, critical metric tracking and reporting, and other internal systems and processes and comply to all Novartis operating procedures as per legal/IT/HR requirements

## Desirable Requirements

- Graduation/Post Graduation in Business Administration, Mathematics, Economics, Statistics, Engineering or Quantitative streams
- Experience (2-4years) in analytics in marketing analytics, experience in pharma industry is preferable. Technical expertise into Programming languages/tools – R, SAS, Python, SQL, Visualization tools – Qlikview, QlikSense, Tableau, Working knowledge of MS-Office (MS Excel, VBA, PowerPoint, Access), Pharmaceutical industry domain/datasets knowledge – desirable

## 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>

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

Operations

Business Unit

CTS

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

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