

# Data Insights Analyst

Job ID  
REQ-10055119  
Jun 30, 2025  
India

## Summary

Responsible for leveraging Google Analytics 4 (GA4) to extract, analyze, and interpret data to support business objectives and decision-making processes. Requires proficient understanding and translating business requirements into actionable insights and recommendations derived from GA4 data.

## About the Role

### Key Responsibilities:

- 1.Data Extraction & Analysis: Extract and analyze GA4 data to provide meaningful insights into user behavior, website performance, and digital marketing effectiveness.
- 2.Reporting & Dashboarding: Develop custom reports, dashboards, and data visualizations using GA4 data to monitor key metrics and performance indicators.
- 3.Insights and Recommendations: Providing actionable insights and recommendations to optimize website performance, user experience, and marketing campaigns.
- 4.Customization & Configurations: Configure GA4 data streams, events, and conversions to align with business goals and KPIs (key performance indicators). Utilize custom dimensions, metrics, and attribution models to capture and analyze data relevant to unique business needs.
- 5.Pharma knowledge: Understanding of the Pharma industry landscape, including regulatory compliance, patient journey mapping, and healthcare data privacy considerations

### Minimum Requirement:

- 2-4 Years of experience in digital analytics, hands on experience on Google Analytics 4.
- Proficiency in Google Analytics and Google Tag Manager.
- Strong analytical skills and ability to interpret data.
- Understanding of digital marketing concepts and website optimization techniques.
- Excellent communication skills to present findings and recommendations effectively
- GA4 Certification is strongly preferred

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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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