NOVARTIS

Analyst, Business Analytics

Job ID
REQ-10049465

4   30, 2025

India

Job Description Summary
This role will be supporting engagement leads in delivering complex analytical solutions using multiple datasets for the IDS team. This role focuses on analyzing payer, provider, and patient dynamics to optimize market access strategies, reimbursement, and patient affordability. The candidate should have strong analytical skills, a deep understanding of managed markets/market access, and the ability to work cross-functionally to drive impactful outcomes

About the Role

Key Responsibilities

- Analyze payer data, formulary coverage, and market share to assess and optimize product access across commercial and government payers.
- Segment payers based on their policies, formulary positions, and prescription trends,

- identifying high-potential accounts and key influencers.
- Use predictive analytics and machine learning models to forecast payer behavior, such as formulary changes, policy shifts, or reimbursement trends.
- Analyze patient claims data, physician prescribing behavior, and treatment utilization patterns in response to payer policies and formulary changes
- Monitor competitor activities, including pricing, formulary status, and payer contracts, to assess their impact on market share and market access strategies.
- Develop scenario-based models to simulate different deals/contracts and study the impact of different payer policies on product uptake.
- Provide analytics support to Novartis internal customers on various high complexity analytical reports.
- Working knowledge of multiple datasets e.g. LAAD, Xponent, Plantrak, SMART etc. and formulary datasets (MMIT, DRG - Fingertip, etc.), managing and organizing data sets from databases to find patterns and trends in data.
- Transforming these complex and granular data into actionable insights.
- Putting together specifications to extract/transform data into required formats for different analytical elements using SQL/DSS or other data processing tools.
- Require experience in quantitative analysis with a demonstrated focus in analytics, and experience with coding languages (SQL OR Python) to query and extract data. Also, experience with BI tools, working with very large data sets is a plus.
- Create the foundation for more sophisticated approaches to existing analysis and leverage advanced analytics wherever it is required and beneficial.
- Establish and maintain positive relationships with key functional stakeholders.
- Takes initiative to drive standardization of reports across brands.

Essential Requirements:

- Masters/bachelor's in technology/life-sciences/management
- Minimum of 2+ years' experience processing and analyzing market access data sources such as IQVIA, MMIT, DRG, or Symphony Health.
- Strong understanding of US healthcare systems, payer landscapes, and reimbursement dynamics
- Expertise in SQL, DataIKU and/or other data processing tool. Knowledge of Statistical modeling or ML is a plus.
- Understanding of healthcare terminology and real-world patient level data
- Good communication and interpersonal skills. Conceptual, analytical & tactical thinking, strategic thought process

Desired Requirements:

- Experience in Market Access Integrated Insights or Managed Markets strategy.
- Ability to multi-task, work in a demanding global team environment, work under tight deadlines. Develop and maintain strong individual and team performance.

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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US

Business Unit
Universal Hierarchy Node

India

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

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.

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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