

Data Insights Analyst

Job ID
REQ-10055119

6月 17, 2025

India

摘要

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

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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>

US

Business Unit
Universal Hierarchy Node

地点
India

站点
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

[Apply to Job](#)

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.



Job ID
REQ-10055119

Data Insights Analyst

[Apply to Job](#)

Source URL:
<https://www.novartis.com.cn/careers/career-search/job/details/req-10055119-data-insights-analyst>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Data-Insights-AnalystREQ-10055119-1>
5. <mailto:diversityandincl.india@novartis.com>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Data-Insights-AnalystREQ-10055119-1>