

Senior Analyst, Digital Marketing Analytics

Job ID
REQ-10056478

7月 23, 2025

India

摘要

Seeking a Senior Analyst to join team. The role involves analyzing digital marketing initiatives, identifying trends, deriving insights, and contributing to the strategic direction of marketing efforts

About the Role

Key Responsibilities

- Use data analytics to derive an understanding of customer behavior, apply segmentation and predictive methods to improve marketing effectiveness.
- Analyze digital marketing performance across various channels such as Email Marketing, Field Digital like iCVA and RTE and Content Marketing, and provide optimization recommendations.
- Analyze complex digital data sets and provide strategic insights to drive business decisions.
- Develop, maintain, and improve accurate, actionable, and insightful reporting and

dashboards.

- Work closely with cross-functional teams to understand their data needs and deliver reliable, consistent data sources.
- Conduct extensive business process analysis to identify areas for process improvement and efficiency.
- Stay informed on industry trends and developments to advise management on strategies for business growth.
- Track and report business performance regularly, using findings from data analysis. Clearly communicate data-driven insights to stakeholders and influence decision-making processes.
- Collaborate with senior management to understand business goals and develop data-driven solutions.
- Create models to automate processes, increasing efficiency and accuracy. Manage and navigate complex data structures, ensuring data integrity and accuracy.
- Good understanding of Pharma data, Field activity is preferred.

Minimum Requirement

- Bachelor ' s degree in marketing, Business, Statistics, or a related field. A master ' s degree is preferred.
- 3-6 years Expertise in using analytics tools (Qlik, Data IKU or any ETL tool), third party media, email marketing platforms etc.
- Strong in SQL and usage of advanced excel.
- Strong analytical and problem-solving skills with high-level attention to detail.
- Exceptional written and verbal communication skills, with the ability to translate complex data into actionable insights.
- Strong ability to think strategically, analyze, and interpret market dynamics and develop key industry insights.
- Proficient in statistical analysis tools (R, Python, or similar) and data visualization tools (Tableau, Excel, Power BI or similar).
- Ability to work independently and collaboratively in a team environment.

Desired Requirement

- Demonstrated experience as a Senior Analyst in a Business Analyst role.
- Proficient in complex SQL, Python, Alteryx, or equivalent data management tools.
- Expertise in the digital marketing landscape, with hands-on experience in the pharmaceutical industry, specifically within Commercial and Marketing analytics.
- Applied advanced analytics methods such as A/B Testing, Hypothesis Testing, and Supervised and Unsupervised classification techniques for data-driven optimizations.
- Certification or formal training in relevant analytics or business intelligence tools would be an added advantage.

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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

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