

Analyst, Data Governance, MarTech Product Management

Job ID
REQ-10067356

2月 03, 2026

India

摘要

We are seeking a highly skilled and detail-oriented Analyst with deep expertise in Google Tag Manager (GTM), Google Analytics 4 (GA4), and ObservePoint tool.

The ideal candidate will have a strong foundation in data analysis, tag implementation, and MS Excel, with a passion for driving insights / Data Governance initiatives and improving digital performance.

As a Digital Analytics specializing in GTM and Observepoint, you will play a crucial role in implementing & maintaining scalable use cases in Data Governance. You will leverage your expertise in SQL, Python, and analytical skills to drive data-driven processes and support various business functions.

About the Role

Location - Hyderabad #LI Hybrid

Key Accountability:

- Lead the implementation and maintenance of Data Governance strategies (including observepoint scans) using ObservePoint tool.
- Audit and validate analytics implementations to ensure data accuracy and integrity. Develop and maintain automated reporting dashboards using Excel, Google Sheets, and Python.
- Collaborate with different pillars - analytics, Tagging and Insights, and data engineering teams to define KPIs and ensure proper tracking and QC.
- Identify opportunities for automation in data collection, validation, reporting and exploring AI use cases. Conduct deep-dive analyses to uncover insights and support business decisions.
- Collaboration between technical team of Observepoint and analytics pillars to define streamlined processes and explore opportunities for 100% accuracy.
- Stay up to date with the latest trends in digital analytics and automation tools. Candidate will take care of the GA, GTM, Looker Studio user access management activities.

Required Skills & Qualifications:

- Minimum 5 years of experience in digital analytics / Search or a related field.
- Proficiency in Google Tag Manager, Google Analytics (Universal & GA4), and ObservePoint.
- Strong command of Excel (including advanced formulas, pivot tables, and macros).
- Hands-on experience with Python for data manipulation and automation. Familiarity with JavaScript and HTML/CSS is a plus.
- Excellent problem-solving skills and attention to detail. Strong communication and stakeholder management abilities.

Preferred Qualifications:

- Experience with other analytics platforms (e.g., Google Tag Manager, Adobe Analytics).
- Knowledge of data visualization tools like Looker Studio or Power BI.
- Certification in Google Analytics or GTM is a plus.

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部门
US

Business Unit
General Management

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69a52410dab29375896755"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth < originalWidthValue) {
var config = { targetId:
"kalturaplayer69a52410dab29375896755", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
```

```
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", // Default: bottom;( ' left ' , ' right' , ' top ' , 'bottom ' ) to
enable transcript. expandMode: "over", // Default: alongside;( ' alongside' , ' hidden ' , 'over ' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } };
```

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try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
'function') { otherPlayer.pause(); } }); }); }); } catch (e) { console.error(e.message) }
```



VIDEO

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