

Senior Analyst, Deployment & GTM Analytics

Job ID
REQ-10068593

5月 06, 2026

India

摘要

Senior Analyst, Integrated Field Insights & Analytics, supports the generation of advanced insights for the Field LT. Responsibilities include designing analytical models, conducting exploratory data analysis, implementing advanced methodologies, and synthesizing data to deliver actionable recommendations. The role involves ensuring the timely delivery of high-quality outputs, actively driving communication, mentoring team members, and contributing to the continuous improvement of methodologies, processes, and knowledge-sharing across the function.

About the Role

Senior Analyst, Deployment & GTM Analytics

Location - Hyderabad #LI Hybrid

Major Responsibilities:

- Leads analytics and drives delivery of advanced projects for US field teams, ensuring adherence to timelines and quality objectives for Field GTM and Deployment exercises
- Designs and optimizes analytical models that enhance project execution related to Field GTM and Deployment exercises- these models are built using novel methodologies & domain expertise to deliver actionable recommendations
- Summarizes approaches, insights, and outcomes with clarity to support team in sharing impactful insights to stakeholders. Leads execution of analytics by developing best-in-class methodologies, processes, and SOPs for Field GTM capabilities, taking directions from D/AD, SM and managers while leveraging independent expertise
- Ensures delivery of high-impact and accurate deliverables, proactively sharing best practices and innovations with the broader team. Drives exemplary communication with stakeholders through regular, detailed updates on accomplishments, KPIs, key challenges, and opportunities
- Leads knowledge-sharing initiatives that foster team growth, improve quality of deliverables, and expand capabilities across the function. Supports operations by owning project documentation - completing post-project activities, developing new SOPs and checklists, and ensuring alignment to operational standards
- Takes the lead in onboarding and training new team members, providing mentorship in both technical and functional areas to accelerate learning and integration

Minimum Requirements:

- Graduate degree in an Analytical field/ Life Sciences/ Pharmacy/ Medicine/ Science & Technology is minimum.
- Fluency in English is a pre-requisite. Strong analytical thinking with problem solving approach
- 2.5+ years ' experience in analytics, commercial execution or field GTM analytics in pharmaceutical or healthcare sector
- Intermediate-Advanced knowledge and expertise in any one or more technical areas:
 - Data ETL platforms - DATAIKU
 - Data processing and analytical tool & technologies (MS Excel, SQL and Python)
- Experience with programming tools such as R, Python is desirable
- Experience with datasets such as APLD, Xponent, DDD, HCOS etc.
- Experience of working in a matrix and geographically dispersed environment
- Proven track record of delivering analytics and insights for field excellence and/or data enable solution

Values and Behaviours: Demonstrates and upholds Novartis values and behaviours in all aspects of work and collaboration.

Location: Hyderabad NKC. Hybrid | 3 days a week in office is mandatory

Key Performance Indicators:

Novartis seeks an individual with experience in the US pharmaceutical or healthcare industry, with foundational understanding across various customer facing field roles and experienced in capabilities

among Field optimization and effectiveness (segmentation, targeting, sizing, role design, alignment, placement and deployment analytics). The person should be self-motivated to support projects and deliver in a timely manner with the aligned level of quality. The candidate should be able work in high performing team, fostering a collaborative and innovative mindset.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people ' s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You ' ll receive:You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>.

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>

Benefits and Rewards: Learn about all the ways we ' ll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门

Operations

Business Unit

Marketing

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

```
var config = { targetId: "kalturaplayer69fb30837c30c055351513", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
```

```
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { 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 } }; }
```

```
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"}); } catch (e) { console.error(e.message) }
```

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.

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