

## Business Analyst - DAP - PAR

Job ID  
REQ-10071628

2月 12, 2026

India

### 摘要

We are seeking a talented and driven Data Analyst to join our team at Novartis. As a Data Analyst-Medical-Digital, you will be responsible for analyzing digital & medical data, providing insights, and optimizing our business strategies to drive business growth. You will working closely with marketing teams, data scientists, and digital specialists, identify trends, and enhance experiences. This is an exciting opportunity to leverage your analytical skills and contribute to the digital transformation of a leading global healthcare company.

### About the Role

Responsibilities:

- Conduct in-depth analysis of digital & Medical data to uncover key insights, trends, and opportunities across various channels, including MSL field Interaction, CRM data, MSL Target, Metrics understanding.

- Collaborate with cross-functional teams to define medical metrics and success criteria, and ensure proper tracking and data collection.
- Develop and maintain dashboards and reports that provide actionable insights and visualizations to stakeholders.
- Conduct competitive analysis and benchmarking to identify best practices and emerging trends in digital marketing.
- Collaborate with data scientists and digital specialists to implement data-driven medical strategies and optimize touchpoints.
- Stay up to date with industry trends, digital analytics methodologies, and emerging technologies to drive innovation and enhance our digital capabilities.
- Assist in the development and maintenance of medical analytics frameworks, processes, and tools to ensure data accuracy, automation, and scalability.

#### Qualifications:

- Bachelor's degree in Computer Science, Marketing, Statistics, or a related field. Master's degree is a plus.
- 2-4 years of experience in digital analytics or a relevant analytical role.
- Proficiency in using SQL, Python, or R for data manipulation and analysis. Experience with data visualization tools (e.g., Power BI) is must.
- Strong analytical mindset with the ability to translate data into actionable insights and recommendations.
- Excellent communication and presentation skills, with the ability to effectively communicate complex concepts to non-technical stakeholders.
- Strong attention to detail and ability to prioritize tasks, manage multiple projects, and meet deadlines.
- Experience in the pharmaceutical or healthcare industry is a plus.
- Fluency in English is required, additional language skills are a plus.

If this Business Analyst position at Novartis aligns with your skills and interests, we encourage you to apply and be part of our digital transformation journey.

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  
International

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

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function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer699433040b496668025109"); 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  var config = { targetId:
"kalturaplayer699433040b496668025109", 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**

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

## 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](mailto: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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