

Senior Analyst - Brand Analytics

Job ID
REQ-10086236

8月 27, 2026

India

摘要

We are seeking a highly motivated Senior Analyst to support strategic analytics and insights generation across global pharmaceutical brands and therapy areas. The role will partner closely with commercial, marketing, launch strategy, and analytics stakeholders to deliver actionable, data-driven insights that support business decision-making. The ideal candidate combines strong analytical capabilities, deep healthcare data expertise, business storytelling skills, and the agility to thrive in a fast-paced global environment.

About the Role

Key Responsibilities

- Drive strategic analytics projects across commercial, patient, market, and competitive intelligence domains.
- Generate actionable insights from diverse healthcare and commercial datasets to support

brand strategy and business performance.

- Partner with global, regional, and local stakeholders to translate business questions into analytical solutions.
- Develop executive-ready presentations and dashboards that communicate complex findings to non-technical audiences.
- Lead high-impact deliverables including market assessments, performance monitoring, patient journey analyses, opportunity sizing, and insight generation.
- Act as a bridge between business teams and technical/data teams to ensure effective execution of analytical initiatives.
- Support adoption of AI-enabled analytics solutions and innovative approaches to insight generation.

Essential Requirements:

- 5+ years of experience in Pharmaceutical, Biotechnology, Healthcare Analytics, Consulting, Market Research, or Knowledge Process Outsourcing (KPO) environments.
- Strong exposure to US and/or International Commercial Analytics, Brand Analytics, Patient Analytics, and Market Performance projects.
- Hands-on experience working with patient-level and claims datasets, including longitudinal patient data analysis, treatment dynamics, patient journey, adherence, persistence, switch patterns, and healthcare utilisation analyses.
- Experience supporting global and regional stakeholders in a matrixed environment.
- Exposure to US healthcare data and market dynamics is highly desirable and will be considered a significant advantage.

Technical Skills

- Advanced proficiency in SQL, Snowflake, Python, Power BI, Excel, and PowerPoint.
- Strong expertise in healthcare data ecosystems and databases, including: IQVIA MIDAS IQVIA Claims and Longitudinal Patient Data (LRx, APLD or equivalent) JMDC, MDV (Japan) WIG2, SHI-based datasets (Germany) Other syndicated and patient-level healthcare data sources
- Experience in developing analytical frameworks, dashboards, and automated reporting solutions.

Business & Communication Skills

- Strong data storytelling and insight synthesis capabilities.
- Proven ability to communicate complex analyses to senior business stakeholders.
- Excellent stakeholder management, consulting, and presentation skills.
- Demonstrated ability to manage multiple priorities and work effectively across diverse teams and geographies.

Preferred Qualifications

- Advanced degree in Life Sciences, Pharmacy, Medicine (MD/MBBS/BDS), Public Health, Biostatistics, or related field.
- MBA or equivalent business qualification preferred.

- Experience with secondary intelligence and market research platforms such as: Evaluate Pharma AlphaSense Capital IQ Clarivate Similar commercial intelligence platforms
- Experience with AI, GenAI, and advanced analytics applications within healthcare and pharmaceutical domains.
- Knowledge of launch readiness, forecasting support, patient segmentation, and commercial strategy analytics.

Desirable Requirements

- Naturally curious and insight-driven.
- Comfortable navigating large, complex healthcare datasets.
- Business-oriented with a strong problem-solving mindset.
- Adaptable and capable of working across multiple brands, therapy areas, and stakeholder groups.
- Passionate about transforming data into actionable business decisions.

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>

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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

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a91c288b9642485469376", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
```

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config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }

```

```

// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }

```

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