

Data Insights Senior Analyst

Job ID
REQ-10088973

十月 07, 2026

India

摘要

-The role owns the end-to-end analytics lifecycle, including requirements gathering, tagging implementation, data quality assurance, dashboard development, performance analysis, experimentation measurement, and executive reporting. The individual will serve as a subject matter expert for Google Analytics 4 (GA4) and Google Tag Manager (GTM), ensuring accurate data collection, governance, and insight generation to support digital optimization and business growth. Strong analytical thinking, stakeholder management, and the ability to translate complex data into clear business recommendations are essential for success in this role.

About the Role

Data Insights Senior Analyst

Location - Hyderabad #LI Hybrid

Major Accountabilities:

- Lead end-to-end digital analytics initiatives by translating business objectives into measurable KPIs, tracking frameworks, and actionable insights.
- Analyse GA4 data to identify user behaviour trends, engagement patterns, conversion opportunities, and areas for website performance improvement.
- Develop and maintain executive dashboards, automated reports, and data visualizations using GA4, Looker Studio, Power BI, or similar reporting tools.
- Design and implement digital measurement strategies that align business requirements with scalable analytics solutions.
- Own GA4 and Google Tag Manager implementation, including event tracking, conversion setup, custom dimensions, audience configuration, and tag management.
- Create, manage, and validate tagging requirements across websites, campaigns, forms, videos, downloads, surveys, and other digital touchpoints.
- Define and maintain data layer specifications, event taxonomies, tracking governance standards, and ensure ongoing data accuracy through audits and QA testing.
- Partner with business stakeholders, product teams, developers, and agency partners to gather requirements, deliver measurement solutions, and communicate insights through clear, business-focused storytelling.

Educational Requirement:

- Bachelor ' s degree in business, technology, life sciences, engineering, or a related field is required, MBA or relevant master ' s degree preferred.

Minimum Experience:

- 5+ years of experience in Digital Analytics, Web Analytics, Marketing Analytics, or Data Insights.
- Advanced hands-on experience with Google Analytics 4 and Google Tag Manager, including implementation and optimization.
- Strong knowledge of event tracking, tagging implementation, data layers, measurement frameworks, and analytics governance.
- Experience with dashboarding and visualization tools such as Power BI, Looker Studio, Tableau, or similar platforms.
- Strong analytical, problem-solving, stakeholder management, and business consulting skills.
- Working knowledge of SQL, BigQuery, or other data analysis tools is preferred.
- Experience supporting digital marketing measurement, customer journey analysis, conversion optimization, and campaign performance analytics.
- Understanding of privacy regulations, consent management, healthcare, or pharma digital

ecosystems, with excellent communication and presentation skills; GA4 certification and GTM implementation experience preferred.

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部门
US

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:
"kalturaplayer6ac71f012ce03019648248", 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"]) {
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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