

# Manager - Advanced Analytics

Job ID  
REQ-10003737  
May 17, 2024  
India

## About the Role

Position Title : Manager Advanced Analytics

Location – Hyd-India #LI Hybrid

About the role :

Provide analytics support to Novartis internal customers (CPOs & Regional marketing and sales teams) on various projects. Support and facilitate data enabled decision making internal customers using data analysis and data science techniques/methods on internal and external(3rd party) data to solve business problems

Team NBS CONEXTS-I&CS business support in building capabilities by involving in various initiatives like knowledge sharing, on-boarding and training support, support in all business related tasks/activities, building process documentation and knowledge repositories

Your responsibilities include but are not limited to

- Delivering projects and leading internal customer expectations across multi-channel marketing analytics, Portfolio Analytics, Targeting and Segmentation, Predictive Analytics, Resource Allocation and Optimization
- Build and deliver customer requirements as per agreed SLAs (timeliness, accuracy, quality, etc.) and drive excellent customer satisfaction. Deliver advanced analytical and statistical solutions for various projects related to promotion evaluation, multi-channel marketing (MCM) campaign design, return on investment (value) analysis, resource allocation, segmentation, targeting, and other ad-hoc business questions
- Support exploratory research to identify new areas of application of advanced analytics/data science in providing improved decision-making support. Deliver services through structured project management approach with appropriate documentation and communication throughout the delivery of services.
- Automation of project codes and development of front-end delivery solutions. Support in creation and maintenance of standard operating procedures (SOPs), quality checklists that will enable excellent quality outputs within the function.
- Support in developing and maintaining knowledge repositories that captures qualitative and quantitative reports of brands, disease areas, macroeconomic trends of Novartis operating markets, etc.
- Support team leaders in recruitment and on-boarding of new associates within the organization. Participate in various knowledge sharing sessions that enables growth and improves quality of NBS CONEXTS deliverables across the function.
- Align with all internal functional operating procedures like time tracking, critical metric tracking and reporting, and other internal systems and processes. Comply to all Novartis operating procedures as per

legal/IT/HR requirements.

What you'll bring to the role:

- Deriving impactful strategies by defining clear category objectives, working with analytical data, business partners and market expertise. Aligning strategies to measurable target and clearly conveying them to the organization.
- Should have strong quantitative and systems background. Strong analytical thinking with problem solving approach and good ability to understand new data sources in short timeframe and embed them into standard analyses.
- Good understanding of pharmaceutical domain and data would be ideal. Strong partner leadership skills and ability to work with multiple partners.
- Should have worked in an international/Global company with exposure to working in cross-cultural environment. Strong and proactive business results-focus, and proven track record to provide insights that increase efficiency.
- Hands on to Classification (CART, RF, SVM, GBM, etc.) Clustering, Design of Experiments, Monte Carlo Simulations, Statistical Inference, Feature Engineering, Time Series Forecasting o Good to have: Stochastic models, Bayesian Models, Markov Chains, Dynamic Programming and Optimization
- Hands on to Project Management, Solid understanding of MS-Office (MS Excel, VBA, PowerPoint, Access), Learning agility, Pharmaceutical industry domain/datasets knowledge – desirable

Desirable Requirements:

- University/Advanced degree in Statistics, Economics, Mathematics, Computer Science, Bioinformatics, Ops Research, is preferable.
- Min 5+ years of hands-on experience in analytics in marketing analytics and experience in pharma industry is preferable. Statistical Modeling/Machine Learning techniques like Regression (esp, GLM, non-linear, etc.). experience in any one of R or Python and exposure to SAS and SQL. Familiarity with Alteryx will be a bonus. Visualization tools – Qlikview, QlikSense, Tableau.

## 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>

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>.

## Role Requirements

**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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**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

Operations

Business Unit

CTS

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Data and Digital

Job Type

Full time

Employment Type

Regular

Shift Work

No

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2. <https://www.novartis.com/about/strategy/people-and-culture>
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