

# Senior Analyst

Job ID  
REQ-10042576  
Feb 28, 2025  
India

## Summary

The Commercial Design & Advisory group facilitates effective sales execution and field force resource allocation decision making to the Business Franchises / Commercial Excellence teams across the globe, through delivery of proven analytics driven projects and assignments.

Provide field force analytics support to Novartis internal customers (country business units, regional marketing and sales teams) on various high complex field force consulting projects. Facilitate data-enabled decision making for Novartis internal customers by providing and communicating qualitative and quantitative insights. Support CDA business by involving in various initiatives like knowledge sharing, on- boarding and training support. Support the team in all business-related tasks / activities, building process documentation and knowledge repositories.

## About the Role

### Senior Analyst

**Location – Hyderabad #LI Hybrid**

### Key Responsibilities:

- Performs analytics and supports delivery of consulting projects for customers, ensuring adherence to timelines and quality objectives in the following areas:
  - Go to market strategy including Commercial strategy design
  - Field Force sizing and structure (sales force, access, medical teams)
  - Optimal resource deployment, leveraging analytical tools & algorithms
  - Segmentation, Targeting and Call Plan design
  - Incentive scheme design and health check
  - Ad-hoc projects based on local business challenges identified through assessments and / or benchmarking
- Lead design of analytical models to help in executing projects related to field force strategy – the models would be built using appropriate tools and driven by domain knowledge to arrive at recommendations for the business
- Supports the team to summarize approach and outcomes on MS PowerPoint. Executes consulting analytics by developing methodologies, processes and SOPs relating to Sales Strategy and Capability

services taking directions from consultants and/or Managers

- Ensures delivery of efficient and high-quality deliverables and shares best practices with team. Ensures exemplary communication with all stakeholders including internal associates, and clients through regular updates with focus on accomplishments, KPIs, best practices, staffing changes and key events
- Supports team operations by completing project documentation – completing post project activities, creating SOPs and checklists. Participates and contributes to various knowledge sharing sessions that enable growth and improve quality of deliverables across the function
- On-boards and trains new team members on technical and functional areas

### **Essential Requirements:**

- Graduate degree in an analytical field/ Life Sciences/ Pharmacy/ Medicine/ Science & Technology is minimum
- Fluency in English is prerequisite, while knowledge of other in-scope country languages would be an advantage
- Experience (3+ years) in commercial execution/ management consulting or pharmaceutical company
- Experience working with MS Excel, Access, PowerPoint
- Experience on data analytics tools such as SQL, VBA, Python, R, etc.
- Should have an understanding of pharmaceutical business including its regulatory environment
- Experience on datasets such as IQVIA Exponent, DDD, HCOS, APLD etc. is desirable
- Experience in working in a matrix and geographically dispersed environment
- Proven track record of delivery analytics and insights for field excellence and/or data enable solution

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Division  
Operations  
Business Unit  
Innovative Medicines  
Location  
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Hyderabad (Office)  
Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited  
Functional Area  
Marketing  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
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