

Analyst - Digital Analytics

Job ID
REQ-10014813
Jul 18, 2024
India

Summary

We are looking for a detail-oriented, astute Digital Marketing Analytics Analyst to join our growing organization. You will be tasked with analyzing our digital marketing efforts, identifying trends, uncovering insights and helping shape the strategic direction of our marketing campaigns. Candidates must have 3+ years of overall experience, at least 2-3 years' experience on pharma datasets/digital marketing, good knowledge of data modeling and SQL, and robust technical problem-solving skills.

About the Role

Major Accountabilities:

- Manage digital analytics and reporting systems to track KPIs and marketing campaign effectiveness.
- Use data analytics to derive an understanding of customer behavior, apply segmentation and predictive methods to improve marketing effectiveness.
- Analyze digital marketing performance across various channels such as Email Marketing, social media, Display/Programmatic Banners and Content Marketing, and provide optimization recommendations.
- Interpret data, analyze results, and provide ongoing reports using statistical techniques and tools.
- Work closely with cross-functional teams to understand business challenges and provide data-driven solutions.
- Create visualizations of data through reports and dashboards to articulate data patterns and trends effectively.
- Assist in the process of designing and implementing key performance indicators and metrics, as well as in the tracking and analysis of these parameters to measure success and identify areas for improvement.

Requirements:

- Bachelor's degree in marketing, Business, Statistics, or a related field. A master's degree is preferred.
- Expertise in using web analytics tools (especially Google Analytics), third party media, email marketing platforms etc.
- Strong analytical and problem-solving skills with a high-level attention to detail.
- Exceptional written and verbal communication skills, with the ability to translate complex data into actionable insights.
- Strong ability to think strategically, analyze, and interpret market dynamics and develop key industry insights.
- Proficient in statistical analysis tools (R, Python, or similar) and data visualization tools (Tableau, Excel, Power BI or similar).
- Ability to work independently and collaboratively in a team environment.

Preferred:

- Proven experience as a Digital Marketing Analyst or similar role.
- Good knowledge on complex SQL, Python, Alteryx or related data management tools.
- Well versed with digital marketing landscape along with experience in working with pharma industry across Commercial and Marketing analytics.
- Use advanced analytics techniques such as A/B Testing, Hypothesis Testing, Supervised and Unsupervised classification techniques to provide data driven optimizations.
- Certification or training in relevant analytics or business intelligence tools is a plus.

Skills:

- SQL
- Advanced Excel
- Advanced Power point
- Python (Good to have)
- Any ETL tools (Alteryx, Knime, DataIKU etc.)
- Analytical Thinking.
- Digital Marketing.
- Marketing Strategy.
- Problem Solving.
- Statistical Analysis.

Languages:

English.

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Division

Operations

Business Unit

CTS

Location

India

Site

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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