

# Senior Analyst - Commercial Design & Advisory

Job ID

REQ-10016468

Jul 23, 2024

India

## Resumen

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. The purpose of the Senior Analyst role is: 1. 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 2. Facilitate data enabled decision making for Novartis internal customers by providing and communicating qualitative and quantitative insights. 3. Support CDA business by involving in various initiatives like knowledge sharing, on-boarding and training support 4. Support the team in all business related tasks / activities, building process documentation and knowledge repositories.

## About the Role

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- The purpose of the Senior Analyst role is: 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.

Key Responsibilities:

- Leading and delivering consulting projects for customers, ensuring adherence to timelines and quality objectives in 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 payout calculation strategies. Ad-hoc projects based on local business challenges identified through assessments and / or benchmarking.
- Takes the lead in designing 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 in 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. Fluency in English
- Experience (3+ years) in commercial execution/ management consulting or pharmaceutical company. Experience working with MS Excel, Access, PowerPoint. Experience on programming tools such as Alteryx, R, Python, SAS, SQL is desirable
- Experience on datasets such as APLD, Xponent, DDD, HCOS etc. is desirable. Experience in working in a matrix and geographically dispersed environment. Ability to engage stakeholders and influence strategic decision-making
- Proven track record of delivery analytics and insights for field excellence and/or data enable solutions. Should have an understanding of pharmaceutical business including its regulatory environment

#### Desirable Requirements

- MBA/ Post Graduate. In addition to English, knowledge of other in-scope country languages would be an advantage. Working knowledge of country organization, sales operational processes, practice areas, key issues and challenges.

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Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

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División

Operations

Business Unit

CTS

Ubicación

India

Sitio

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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