NOVARTIS

The Analytics and Data Driven Insights Lead

Job ID
REQ-10005079
Apr 30, 2024
Türkei

Summary

The Analytics and Data Driven Insights Lead will play a pivotal role in driving data-driven decision-making within organization. This role will be responsible for leveraging advanced analytics techniques to extract actionable insights from complex datasets, constantly looking for correlations/causations between available datasets, ultimately informing strategic business decisions across various functions including sales, marketing and other functions by presenting findings to leadership team.

About the Role

Key Responsibilities:

Data Analysis and Interpretation:

- Utilize statistical methods and advanced analytics tools to analyze large datasets related to sales, marketing campaigns, market trends, and patient demographics, prescription datasets, market research outcomes and internal and external surveys such as VoA, VoC, OV etc. Datasets include but are not limited to Engagement Data including Veeva CRM, available sales datasets of IQVIA, Rx data.
- Identify patterns, correlations, and trends within and across multiple datasets to extract actionable insights.
- Translate complex analytical findings into clear and concise reports, presentations, and visualizations for stakeholders at all levels of the organization including leadership team.
- Provide ad-hoc analysis, forecast modelling and reporting support to LT

Strategic Planning Support:

- Collaborate with cross-functional teams including marketing, sales, R&D, and finance to support strategic planning initiatives and long-range forecasts.
- Provide data-driven recommendations to optimize G2M strategies, sales efforts, marketing strategies including traditional & digital.
- Compile market research outcomes and conduct competitive analysis to identify opportunities for growth and innovation within the pharmaceutical landscape but with an thinking-out-of-the-box approach by being inspired from other industries and available cutting edge technologies (Gen AI etc.).

Performance Monitoring and Optimization:

- Develop and implement key performance indicators (KPIs) to track the effectiveness of marketing campaigns, sales initiatives, and product launches.
- Monitor and evaluate ongoing business performance against established metrics, identifying areas for improvement and optimization.

- Work closely with stakeholders to implement data-driven strategies to enhance performance and drive business growth.

Technology and Tool Development:

- Stay abreast of emerging trends and advancements in analytics tools, techniques, and methodologies.
- Evaluate and recommend new technologies, platforms, and data sources to enhance the analytics capabilities of the organization.
- Lead the implementation and integration of new analytics tools, dashboards and systems, providing training and support to end-users as needed.

Qualifications:

- Bachelor's degree in a relevant field such as Statistics, Mathematics, Economics, BA, Computer Science, or a related discipline. Advanced degree (e.g., MS, MBA) preferred.
- Minimum of 3-5 years of experience in analytics, business intelligence, or a related field, preferably within the pharmaceutical or healthcare industry.
- Proficiency in data analysis and visualization tools such as Qliksense, or Power BI, Python, R, SQL is preferred.
- Familiarity with advanced analytics techniques, such as predictive modelling and machine learning, is also desirable.
- Strong analytical and problem-solving skills, with the ability to translate complex data into actionable insights.
- Excellent communication and presentation skills, with the ability to effectively communicate technical concepts to non-technical stakeholders.
- Proven track record of driving business impact through data-driven decision-making.
- Experience with pharmaceutical sales and marketing data (e.g., IMS Health, IQVIA) is highly desirable.
- A continuous learning mindset and the ability to adapt to evolving technology and business needs are also key attributes we seek.
- Business proficiency in English.

Minimum Requirements:
Work Experience:

- Sales in Healthcare / Pharma / related business.

Skills:

- Bi (Business Intelligence).
- Business Analysis.
- Business Dashboards.
- Data Extraction.
- Data Quality.
- Management Skills.
- Performance Measurement.
- Salesforce Crm.
- Self-Motivated.

Languages :

- English.

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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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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TR01 (FCRS = TR001) Novartis Sağlık, Gıda ve Tarım Ürünleri San. Ve Tic. A.Ş.
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