

Data Insights Senior Analyst

Job ID
REQ-10088973
Окт. 07, 2026
Индия

Сводка

-The role owns the end-to-end analytics lifecycle, including requirements gathering, tagging implementation, data quality assurance, dashboard development, performance analysis, experimentation measurement, and executive reporting. The individual will serve as a subject matter expert for Google Analytics 4 (GA4) and Google Tag Manager (GTM), ensuring accurate data collection, governance, and insight generation to support digital optimization and business growth. Strong analytical thinking, stakeholder management, and the ability to translate complex data into clear business recommendations are essential for success in this role.

About the Role

Data Insights Senior Analyst

Location – Hyderabad #LI Hybrid

Major Accountabilities:

- Lead end-to-end digital analytics initiatives by translating business objectives into measurable KPIs, tracking frameworks, and actionable insights.
- Analyse GA4 data to identify user behaviour trends, engagement patterns, conversion opportunities, and areas for website performance improvement.
- Develop and maintain executive dashboards, automated reports, and data visualizations using GA4, Looker Studio, Power BI, or similar reporting tools.
- Design and implement digital measurement strategies that align business requirements with scalable analytics solutions.
- Own GA4 and Google Tag Manager implementation, including event tracking, conversion setup, custom dimensions, audience configuration, and tag management.
- Create, manage, and validate tagging requirements across websites, campaigns, forms, videos, downloads, surveys, and other digital touchpoints.
- Define and maintain data layer specifications, event taxonomies, tracking governance standards, and ensure ongoing data accuracy through audits and QA testing.
- Partner with business stakeholders, product teams, developers, and agency partners to gather requirements, deliver measurement solutions, and communicate insights through clear, business-focused storytelling.

Educational Requirement:

- Bachelor's degree in business, technology, life sciences, engineering, or a related field is required, MBA or relevant master's degree preferred.

Minimum Experience:

- 5+ years of experience in Digital Analytics, Web Analytics, Marketing Analytics, or Data Insights.
- Advanced hands-on experience with Google Analytics 4 and Google Tag Manager, including implementation and optimization.
- Strong knowledge of event tracking, tagging implementation, data layers, measurement frameworks, and analytics governance.
- Experience with dashboarding and visualization tools such as Power BI, Looker Studio, Tableau, or similar platforms.
- Strong analytical, problem-solving, stakeholder management, and business consulting skills.
- Working knowledge of SQL, BigQuery, or other data analysis tools is preferred.
- Experience supporting digital marketing measurement, customer journey analysis, conversion optimization, and campaign performance analytics.
- Understanding of privacy regulations, consent management, healthcare, or pharma digital ecosystems, with excellent communication and presentation skills; GA4 certification and GTM implementation experience preferred.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.
[Read our handbook \(PDF 30 MB\)](#)

Дивизион
US
Business Unit
Marketing
Место
Индия
Сайт

Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Job ID
REQ-10088973

Data Insights Senior Analyst

[Apply to Job](#)
Job ID
REQ-10088973

Data Insights Senior Analyst

[Apply to Job](#)

Source URL: <https://www.novartis.ru/careers/career-search/job/details/req-10088973-data-insights-senior-analyst>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
3. <mailto:diversityandincl.india@novartis.com>
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Data-Insights-Senior-Analyst_REQ-10088973
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Data-Insights-Senior-Analyst_REQ-10088973