



Merz Canada

Job Title: Business Analyst

Reports to: Director of Sales

Location: Head Office

Summary: The Business Analyst position will play a lead role in discovering and providing data insights, analytical support, and business understanding, while improving the decision-making process within the Sales and Marketing Teams. Responsible for providing timely, accurate and actionable information to the Leadership team and their respective departments, and for answering user questions related to the accuracy and use of sales data. Maintains expertise with various internal and external data sources and possesses in-depth knowledge of quality and data processing issues typically associated with this data.

Job Responsibilities

- Coordinate the development and distribution of dashboard reports for Marketed products to track performance, market trends and to identify potential issues/opportunities.
- Work with sales and marketing leadership to determine KPIs. Plan and coordinate the development of presentations around key business metrics.
- Develop, design, track and analyze sales data by sales territory/region, including national and territory forecasts.
- Determine solutions to address data needs and issues related to new and existing reports.
- Recommend updates or revisions of sales management reports
- Manage the CRM database and marketing tool inventory levels
- Maintain a comprehensive understanding of data collection and processing steps employed by major data vendors and modify reporting process as needed.
- Compile, analyze, & translate secondary marketing & sales data into actionable decision support, working closely with vendors & external data providers.
- Investigate data issues relevant to ad hoc analysis
- Respond to questions from end users regarding data or analysis and investigate data issues as needed.
- Automate report creation and distribution
- Prepare and deliver regular communications to the sales and marketing teams.
- Prepare and distribute ad hoc reports and analysis: review results with stakeholders
- Train new employees on key data deliverables
- Assist with the design and creation of methodologies for customer targeting, segmentation, and call plans consistent with sales and marketing strategies.
- Assist with field size and structure recommendations.
- Ensure that all projects are completed in a timely manner and within budget, performing any additional duties as required.

Key Competencies and Qualifications

- BS/BA is a requirement, MBA is an asset
- At least 3 years experience in a data analysis function, preferably within the pharmaceutical industry
- Strong understanding of Business Intelligence and Report Writing Software
- Strong Understanding of, Microsoft Office Suite, (MS Word, PowerPoint, Excel), Access, SQL, and Salesforce CRM
- Strong Understanding of Pharmaceutical Industry and the various sources of data within the market.
- Experience with mapping software
- Familiarity with SAP Business Objects or similar preferred