

BOBI Analyst / Analyst Team of the Year – past competition briefs

2021

Analyst Team of the Year

The Brief

We are looking for an analysis of the global Covid-19 data supplied (topical stuff!) compared with and contrasted to the UK data. You can deliver this as an interactive dashboard, spreadsheet or an infographic.

We are looking for

- A good overview of the data that shows what you consider to be the key issues around the global pandemic.
- Commentary on the information.
- Tease out and answer any questions that you spot as you play in the data
- Optionally, give the user the ability for the user to drill in and interact with the data to answer questions they may have.

You are free to be creative in your design, and you may like to invent a name and logo/branding for your team - but please do not use any real branding, include any actual company logos or any real names of people or companies – entries must be totally anonymous, to ensure impartiality of the judging process.

The Data

Entrants were provided with:

- Global data from [Coronavirus Source Data - Our World in Data](#)
- UK data from [Download data | Coronavirus in the UK](#)

Analyst of the Year

The individual analysts had a very similar brief, but were only asked to analyse the global data; they did not have to complete the additional analysis comparing and contrasting to the UK data.

2020

Analyst of the Year / Analyst Team of the Year

In 2020 the task was the same for both the teams and the individual analysts, though obviously a higher level of complexity was expected from the teams and they were judged separately from the individuals to ensure fairness.

The Brief

- There is growing concern in many healthcare systems around the world including the United Kingdom Team about the possible over-use of opioid analgesics.
- The concerns centres around possible cases of opioid addiction through inappropriate use of these molecules in the treatment of chronic pain (rather than in acute pain or end-of-life care)
- **Your task is to analyse the prescriptions of opioid analgesics to highlight national and local areas of concern in relation to their possible over-use**
- You are requested to present you conclusions & recommendations in a clear format. You should provide a supporting analytical tool to allow the user quickly to identify areas of concern. Note that any reports must be viewable by the judges without the need to purchase a licence.

The Data

Entrants received:

- 36 months of GPRx data by molecule & practice for all 4 UK countries
- Demographic data for the 4 UK nations
- Deprivation data for England only
- Background reading – some additional online resources

Assessment Criteria

These are the typical criteria that are used each year to score entries:

Mandatory Elements

- Data and calculations are accurate

Overall Presentation

- Layout is clear and easy to navigate
- Style is clear, concise and there is no unnecessary jargon
- There are enough details to understand the submission
- Visuals are appropriate and charts are properly labelled

Award-specific elements

- Delivers against the brief
- Easy to follow and tells a story
- Appropriate tool used to deliver the report
- Analysis makes sense
- Novel technique / approach bonus
- Recommendations have been made

