



best of business intelligence

Analyst/Analyst Team of the Year

About the Analyst/Analyst Team of the Year Competition:

Analyst of the Year is an entirely new form of BOBI Award. Entrants received a number of complex data sets drawn from published NHS resources under the Open Data Licence and a brief giving them the requirements for a report that would work for sales reps, managers and head office users.

Their task was to load and blend the data in their favourite reporting tool and create an interactive, engaging report that tells the story within the data.

Specifically, the entrants had to provide a reporting system that allowed the sales and marketing team for a fictitious fluticasone inhaler to review the uptake and penetration of the fluticasone market and the wider asthma market since the product's launch.

The reports needed to

- Allow the Key Account team to prioritise the Primary Care Organisations within their territories based on market potential, which should take account of local QOF performance, demographics and current sales.
- Enable recognition of the top performers for the 'Star of the Quarter' incentive scheme.
- Focus on the key sales KPI – to gain market share of the fluticasone propionate market.

The only restriction was that the judges had to be able to view the report without having to buy a licence!



Finalists:

James Atley, Josh Morris, Jeff Nicholson & Mark Neate

Pany Koizi, Ditte Funding, Jiayi Chen, Sarah White & Stuart Goodman

Kevin Das

Mahmoud El Ghannam & Victoria Stanway

Shaun Lavender, Karen Macey, Sue Jacobs, Nathan Hill & Phil Bryans

Tanya Partridge

Jean-Antoine Fuster, Carmina Alvaro & Darren Humble

Chris Reynolds, Kevin Laycock, Lisa Vince & Raam Uthayanan

Ashfield

Blue Latitude Health

CE Consultancy

Cogora

MSD

QuintilesIMS

Sanofi

Teva UK



"14 Four Analytics are really excited to sponsor the inaugural award for 'Analyst/Analyst Team of the year'. Telling a story and highlighting key information in a data set, ensuring the end user is able to quickly pick up the main points and is then encouraged to dig deeper to gain additional insight is something we are passionate about. This new, different type of award sets out to find the Analyst or Analyst Team who can create the most compelling report from a common source."

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We would also like to thank **SAS** for hosting the judging day.