



best of business intelligence

Analyst/Analyst Team of the Year

About the Analyst/Analyst Team of the Year Competition

Following its highly successful introduction last year, the Analyst of the Year competition looks set to stay!

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, this year's challenge was a field force sizing exercise, focussed around the launch of a fictitious new NOAC (Novel Anti-Coagulant). The scenario involved the creation of market access and primary care sales forces to support the existing hospital team. Entrants had to prioritise the CCGs and Health Boards using the data provided and recommend the optimal number of representatives that would be needed to cover the top 70% of the market potential.

Specifically, they had to provide the following outputs:

1. A dashboard to visualise segmentation and priority accounts (CCG/HBs).
2. A description of the methodology used.
3. A structure file (post code to CCG/HB to territory, in the form of a table or a map).
4. Their recommendation and any other options.
5. A prediction of the expected sales in year one.

The Finalists:

Ashfield:



James Atley



Jeff Nicholson



Andy Marnoch



Mark Neate

Blue Latitude Health:



Pany Koizi



David Wood



Will Frostick



Sarah White



Stuart Goodman

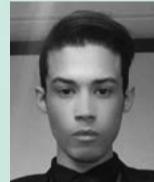
Cogora:



Victoria Stanway



Ejike Nwokoro



James Stott



Chantal Hinds



Ellen Murphy

First Line Research:



Mark Wills



John Aitchison

Inicio Consulting/KES Consultancy:



Samir Paul
Inicio Consulting



Kate Stevens
KES Consultancy

Sanofi, Diabetes & Cardiovascular:



Paul O'Nions



Audrey Turner



Carmina Alvaro



Darren Humble



Asif Ashraf



Estelle Gras

"SCIO Health Analytics is proud to sponsor the BOBI award for 'Analyst/Analyst Team of the Year'. SCIO is committed to providing analytic solutions and services that transform data into actionable insights. Therefore, we are pleased to support an award that enables Analysts to showcase their skills in turning data into an engaging story that delivers value and drives improved performance across sales teams."

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