



# Analyst/Analyst Team of the Year

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## Winning Team:

### Inicio Consulting/KES Consultancy:



**Samir Paul**  
Inicio Consulting



**Kate Stevens**  
KES Consultancy

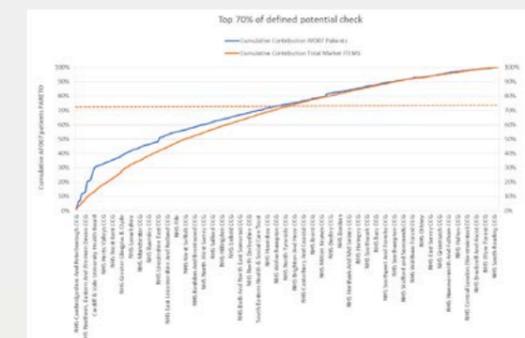
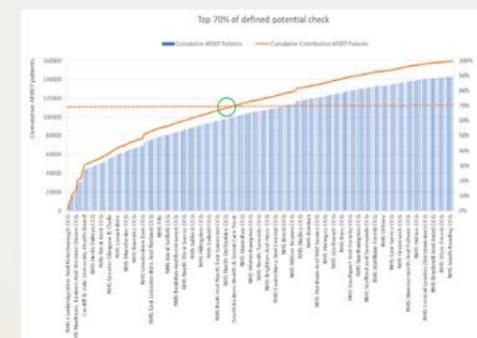
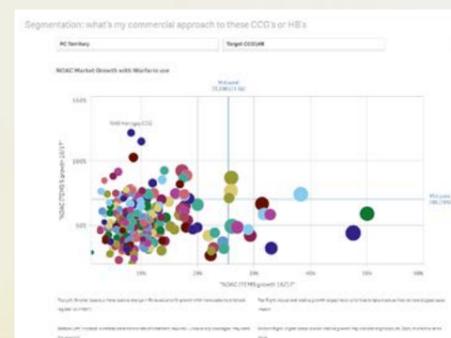
### The judges said:

"The judges liked the slide deck, which **clearly took us on the journey**, with plenty of explanation.

This allowed us to **understand the final recommendation** and the logic behind it.

The territories were **clearly displayed** for both teams and we liked the dashboards. The team had used a variety of ways to display the data, but each was **appropriate to the information being delivered.**"

### Extracts from the winning entry:



### Overall comments from the judges:

"We were pleased to see so many high-quality entries and would like to thank all the entrants for taking the time and putting in the effort to create their reports. Several different tools were used and it was interesting to see what had been achieved in each.

All the entries had good points and some of the elements that the judges liked included simple, clear presentation, clear scene-setting/overview of information and assumptions at the outset. It was appreciated where teams had thought carefully about the layout, presentation and graphics and had used colour effectively.

Strong methodology was obviously also important, and we were looking for clear prioritisation of accounts and territory structuring.

All the entries also had points that could be improved, which we hope will be encouraging to prospective competitors for next year!"

### Runners-Up

**Ashfield:** James Atley, Jeff Nicholson, Andy Marnoch, Mark Neate

**Sanofi, Diabetes & Cardiovascular:** Paul O'Nions, Audrey Turner, Carmina Alvaro, Darren Humble, Asif Ashraf, Estelle Gras