



best of business intelligence

Analyst of the Year

Awarded to the individual analyst who performs best in a specially tailored competition, showcasing their skills in turning complex datasets into an interactive, engaging report that tells the story within the data.

About the Analyst of the Year Competition

Analyst of the Year entrants received a number of complex data sets, including data drawn from published NHS resources under the Open Data Licence, and a structure file for a team of 23 sales representatives.

The brief required the entrant to build a new reporting system – by analysing sales, activity and formulary data, they were asked to show areas to build, bank and defend, to allow the marketing team to identify areas for targeted email campaigns and the sales team to build their local business plans.

Specifically, the scenario looked at an anticoagulant brand that has recently come under increased pressure from a lower cost option. The report needed to help the company defend market share and identifying areas of unmet need for possible growth. The report needed to work for all levels of the organisation, and to be dynamic and exciting, to help to reinvigorate the sales team and give them a level of analysis they have not seen before. It would be part of the corporate strategy, so needed to feature a strong design.

The Analyst of the Year task was different to the Analyst Team of the Year task, to recognise that it would be individuals working on the brief. Having two separate competitions this year ensured a level playing field as individuals were only competing against other individuals.

Highly Commended Entries:



Jon Mosley
TEVA UK Ltd



Tom Woods
IQVIA

The BHBIA are hugely grateful to the organising team, who put in many hours of hard work to design the tasks and ensure that this competition was a success, as well as the judges who gave their time and expertise to assess the entries.

“The ability to take different sets of data, blend them together and create an informative, meaningful and action-oriented report is crucial for today’s analyst. It’s something we specialise in at 14 Four Analytics and so we are proud to sponsor this award as a way to recognise those individual analysts who are both skilled at data handling and able to make full use of their chosen reporting tool(s) to generate insight and information.”

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