



Analyst Team of the Year

Awarded to the team of analysts who best showcase their skills in turning complex datasets into an interactive, engaging report that tells the story within the data.

About the Analyst Team of the Year Competition

Analyst Team 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 team 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 a brand that has recently gained a licence for COPD. The report needed to facilitate optimisation of the new campaign, while also monitoring this year's performance metrics. 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 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.

Highly Commended Entries:

AbbVie / Quick Intelligence:



Craig Hopper
AbbVie Ltd.



Kerry Forde
AbbVie Ltd.



Lazaros Mavridis
AbbVie Ltd.



Nick Smith
AbbVie Ltd.



Dominic Ogden
AbbVie Ltd.



Steve Dark
Quick Intelligence

BBIC Ltd / KES Consultancy



Nathan Byne
BBIC Ltd



Kate Stevens
KES Consultancy

Ashfield:



James Atley



Andy Marnoch



Mark Tunnicliff

Ipsos:



Svetlana Gogolina



Alice Joules



Roshni Bhudia



Pete Duncan



Hannah Clutton



Andrew Zelin



Eng Ghee Quah



Theano Anastasopoulou



Whitney Wells



Andrea Preedy



Eleanor Fleming

"OPEN VIE Value, Informatics and Evidence (formerly Harvey Walsh) is proud to sponsor the "Analyst Team of the Year" Award. OPEN VIE supports its clients in delivering value and evidence, through data informatics and analytics, so we are proud to recognise those who strive to gain insights which improve outcomes for patients and healthcare."

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