



Analyst Team of the Year 2024

Task Brief

The BHIA thanks Boehringer Ingelheim for their sponsorship of this award.

Introduction

Thank you for entering the BOBI Analyst Team of the Year 2024. We hope you enjoy the experience as you explore this year's data set. We have tried to make the brief relatively open so that you have the opportunity to explore the data and find interesting nuggets of information to highlight.

We have only given you one spreadsheet this year and would ask you to use only this as your data set. However, should you wish you add in reference articles or news headlines, please do so.

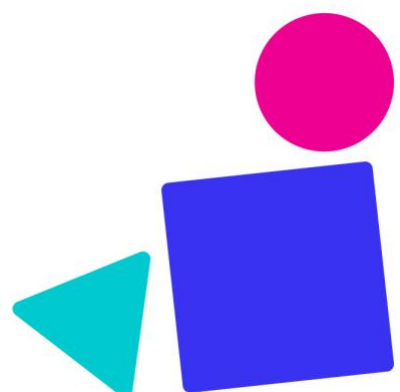
The competition is open for 24 hours, so you have until 09:30 on Thursday 21st March to complete your submission form and upload your analysis here:
<https://www.smartsurvey.co.uk/s/BOBIsubmission2024analyst/>

The Brief

Health inequalities are always in the news and we had found a workbook from the ONS that details 'Inequalities in mortality involving common physical health conditions' for you to explore. This was based on the 2021 census data and contains what the ONS call 'experimental statistics' so there may be some questionable results in here. Feel free to call these out if you spot any.

The workbook includes a table of contents and a set of notes about the data, along with the ICB-10 disease codes used in the report. These are followed by four tables of data that, in typical ONS fashion have several levels of roll-up in one table.

Take some time to pivot each of the tables and see what is there. Explore, discuss and then formulate your analysis. You may decide to focus on one sheet or to try to blend data from multiple sheets – that's up to you.





Your Report

You may use any reporting tool to present your work on the condition that it can be read by the judges without the need to purchase a license; that can include Microsoft Office apps, reporting tools such as Power BI, Qlik, Spotfire or Tableau etc.

Please remember that entries must be anonymous to ensure the impartiality of the judging process. Please do not include entrant names, branding or any other details that could identify your company in your submission.

Assessment Criteria

The judges are looking for a well-presented report that tells a strong story, where the data have been accurately analysed and conclusions make sense in the context.

Core data handling and presentation rules (e.g. good colour palette, chart axes properly labelled, consistency of layout) must be properly followed.

Data accuracy will be checked, so make sure your sums add up!

The specific criteria that judges will be using are shown below:

Mandatory Elements

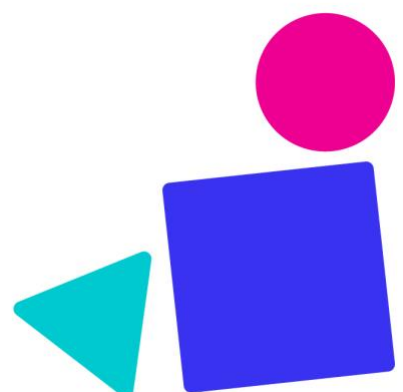
- Data and calculations are accurate

Overall Presentation

- The layout is clear and easy to navigate
- Style is clear, concise and there is no unnecessary jargon
- There are enough details to understand the submission
- Visuals are appropriate and charts are correctly labelled

Award-specific elements

- Delivers against the brief
- Easy to follow and tells a story
- Appropriate tool used to deliver the report
- Analysis makes sense
- Novel technique/approach bonus
- Recommendations have been made





Submitting your entry

Please complete the entry form and upload your submission here:

<https://www.smartsurvey.co.uk/s/BOBIsubmission2024analyst/>

Deadline: 09:30 on Thursday 21st March

The form will ask you for the names of those who have worked on the project, including main entrants, who should be credited in publicity if your entry is shortlisted, and supporting team members, who played a minor role in the process and should be credited in the 'small print'.

This entrant information is kept separate from the actual submission files and will not be seen by the judges, preserving anonymity.

The form includes three upload fields in case you have multiple files. Each file should be a maximum of 25MB.

If you have created a dashboard using an online tool – i.e. you need to send us a link rather than an actual file - please create a Word or PowerPoint document that contains the link and any instructions (e.g. passwords) for the judges, and upload that.

Winner's statement

You will also be asked to include a Winner's statement suitable for use in publicity if you win. This should be a maximum of 40 words maximum. The judges will not see this until the results are announced at the awards ceremony so that you may include details identifying you or your company.

Make it impactful. You might questions like: How did you work as a team? How could your entry be summarised? What made your submission great or unique?

Examples:

"I think we've squeezed every last drop of analyst juice into this task—from data research, modelling, technical skills, and storytelling to visual design and data exploration. It's been fantastic to see how our skills stood up to the test!"

"With the aid of countless pivot tables, chocolates and teamwork, we developed two strategies in the form of a coherent story supported by robust analysis."

