Analyst Team of the Year 2025

Introduction

Thank you for entering the BOBI Analyst Team of the Year 2025. We hope you enjoy the experience as you explore this year's data set

You have three days to explore the data and submit your report. **Entries must be uploaded by 16:00 on Thursday 13th February.**

Teams may include up to six main team members from one or multiple companies but you can credit additional supporting team members.

Briefing call and Q&A

Tuesday 11th February, 09:30 – Virtual briefing via Zoom
The organisers will talk you through the brief and you can submit questions anonymously via the online Q&A function and have them answered live. All your team members are welcome to join the webinar or you can send one representative.

You'll be asked for your name and email address when you join the webinar. Please provide your actual email address so the BHBIA team can see who has attended, but please use a fictitious display name, such as your favourite film star. The judges leading the webinar will see attendees' names and we want to preserve your anonymity.

Please click this URL to join the briefing at 09:30
https://us06web.zoom.us/j/81260015063?pwd=rEGczRpNHUpTq8XO0dZ1BcU0LcWjRG.1
Passcode: 942204

Tuesday 11th February, 14:00 – Q&A Call
If you have any questions, please email them to admin@bhbia.org.uk by **12:30 on 11th February.** We will answer them on a Q&A call at 14:00 on 11th February.

Please click this URL to join Q&A at 14:00
https://us06web.zoom.us/j/82756036603?pwd=ueI3dbKZMsI9ahvytjcqQzLaGsk6iq.1
Passcode:778716

The Brief

According to the NHS website, payments to General Practice in England for 2022-23 totalled £4.4 billion. Details of the way the payments were made are available from NHS Payments to General Practice, England 2022/23 - NHS England Digital.

We would like you to explore the NHS Payments to General Practice, England, 2022/23: Practice level CSV data set, which you can download from the site, and report on what you find. Background information on the data is also available from this site.

We want to give you license to explore the data without too much direction ('fish in the data lake', if you like) so will not be setting any specific questions for you to answer. However, there are some obvious cuts you can make in the data: Urban vs. Rural practices, Dispensing vs. non-Dispensing, etc. We're sure you will find many more.

To start you off, think about any data anomalies – do the headline numbers on the website reflect the data? Which practices should be excluded from the data and why?

Next, perhaps look at the way payments are made up – what elements deliver most income? Is this good value for the NHS? (If you are measuring value, make sure you justify your reasons!)

You may also want to link the payments to the General Practice Workforce data found here: General Practice Workforce - NHS England Digital as this will help normalise payments per capita.

Alternatively, you may want to look at which practices are offering what range of services? What differentiates a large practice from a small one in terms of what a patient can expect? Where would you rather be registered?

These are just a starting point – there's plenty more for you to discover.

Your Report

Your entry can be in any format: interactive report (Power BI, Tableau, Spotfire etc.), slides (Power Point, PDF), video – the choice is yours but please ensure the judges can view your entry without the need to purchase a license. Each file should be a maximum of 25MB.

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 strong narrative through the data**
- **Some interesting conclusions, that are justified by the data presented**
- **A concise submission**
  - If you are using an interactive tool, keep dashboards / screens to a maximum of five.
  - If it's slides, keep to 20 or fewer.
  - Videos should be no more than 10 minutes.
- **Good data stewardship**
  - Clarity of layout.
  - Accessibility – think colour deficiency, clear typefaces etc.
  - All charts correctly and clearly labelled.
  - All data sources referenced.
  - Open Data 2.0 licence link.
  - Data accuracy – we will check totals and calculations where we can.

You may bring in other sources of data but please make sure that everything is referenced in your final report and keep in mind the brief – be brief!

Submit your entry by 16:00, Thursday 13th February

Please submit your entry here.

The form will ask you for the names of those who have worked on the project, including up to six 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, you may need to send us a link rather than an actual file. In this case, 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. The judges will not see this until the results are announced at the awards ceremony so 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."

With thanks to 14 Four Analytics for their sponsorship of this award.