



FAMILIES FIRST SERVICE ANALYSIS

Exploratory analysis and service trend interpretation

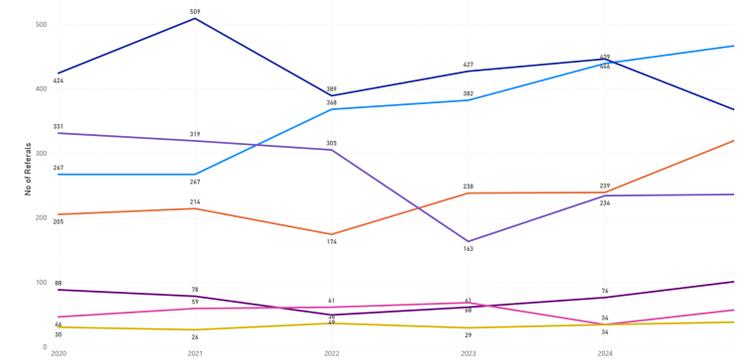
I was approached by AFC to analyse Families First service data and help translate operational records into clear, decision-ready insight. The work focused on referral pathways, primary needs, and long-running support patterns to help stakeholders understand how demand was changing over time.

Masood BAI

Project case study

Reporting Concerns to Children Services

● Schools ● Police ● Health Services ● Individual ● Other ● LA Services ● Other legal agency



Project context

AFC asked for a focused analysis of Families First service data to understand whether children were staying in the system longer, how referral routes were changing, and which primary needs were becoming more prominent.

What I delivered

I carried out deep exploratory data analysis, trend interpretation, and visual storytelling to convert raw service data into a clear narrative for stakeholders. The output was designed to support senior-level discussion rather than simply describe counts.

Skills demonstrated

Exploratory data analysis, trend analysis, service performance interpretation, stakeholder-focused reporting, pattern identification, chart-led communication, and presentation of findings to a large audience.

EDA

Deep exploratory analysis

Trends

Referral and need pattern tracking

Story

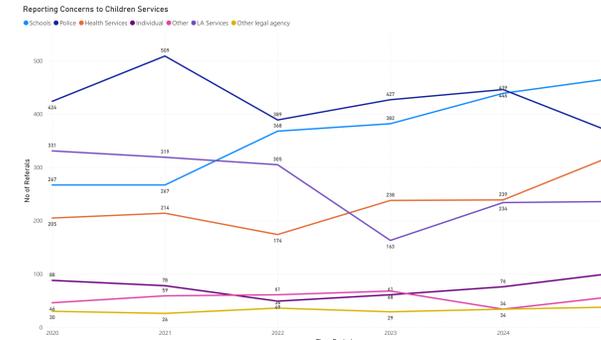
Stakeholder data storytelling

Audience

Presented to a large audience

Insight

Helped AFC read and interpret their data

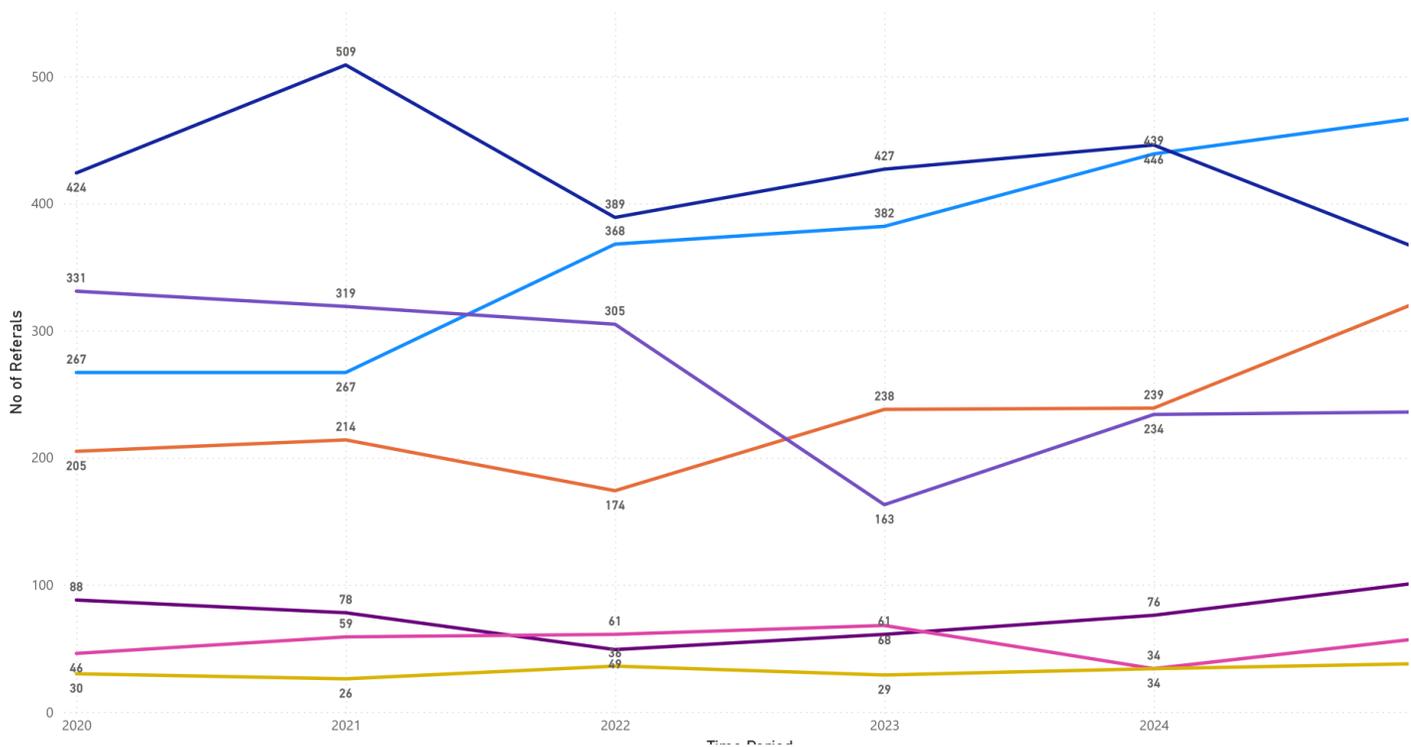


Referral source trends used in the analysis pack

Referral pathway trends

Reporting Concerns to Children Services

● Schools ● Police ● Health Services ● Individual ● Other ● LA Services ● Other legal agency

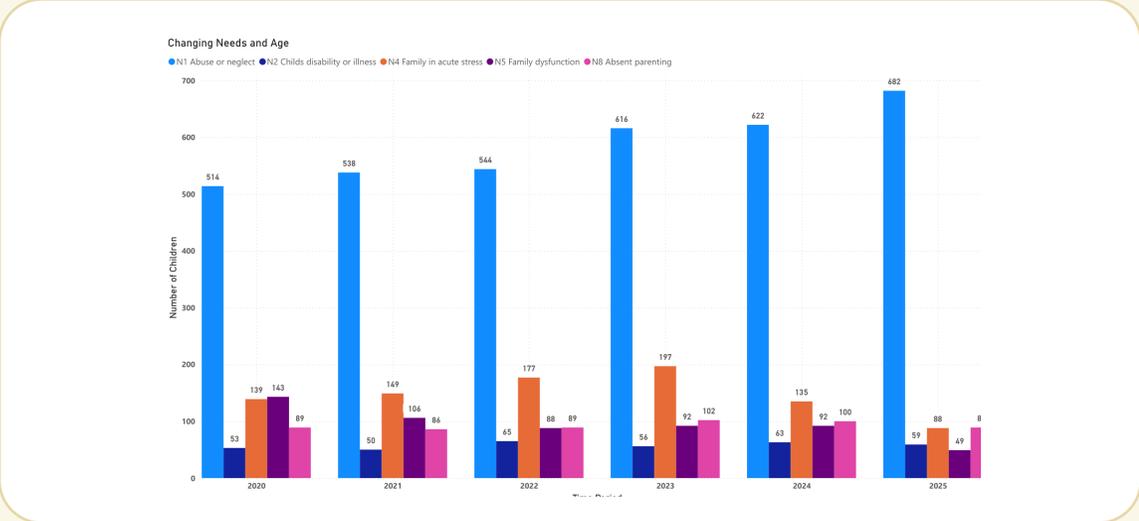


Reporting concerns to Children's Services, 2020-2025

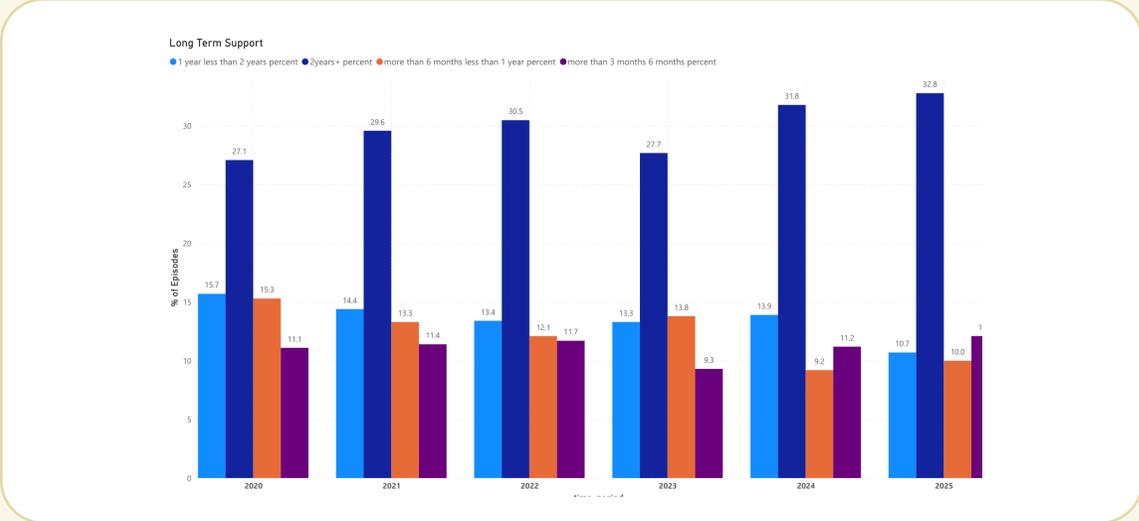
What I identified

- School referrals increased steadily and became the strongest referral route by the end of the period.
- Health service referrals also rose, pointing to increased health-linked visibility in demand.
- Police referrals reduced over time, changing the referral mix coming into the service.
- This helped AFC understand how entry routes were shifting and where service pressure was becoming more visible.

Primary need and long-term support



Changing primary needs over time



Growth in long-running support episodes

Why these charts matter

The need profile shifted over time, with abuse and neglect becoming the dominant primary need. At the same time, the proportion of long-running CIN episodes increased, suggesting a larger share of cases were staying open for extended periods. Together, these patterns helped AFC interpret both service complexity and duration of support.

How I approached the work

I approached this as a structured service analysis exercise. I reviewed the underlying data, explored patterns over time, tested what the shifts meant in operational terms, and then converted the findings into visuals and commentary that non-technical stakeholders could act on.

Core skills used

- Exploratory data analysis to identify hidden patterns and pressure points
- Trend analysis across multiple years and service categories
- Interpretation of referral route shifts and changing primary need mix
- Clear visual communication for senior stakeholders
- Presentation delivery to a large audience

Outcome: I produced a stakeholder-ready analysis for AFC that clarified service trends, supported interpretation of operational data, and strengthened strategic discussion.