

2016/2017 Business Data Analytics Crowdsourcing Competition

The world of big data

1.7 MBs of
new data pr.
second for each
person by 2020

0.5 % of
currently
available data
analyzed

3 trillion
USD in potential
added value pr.
year

New products and new business models constantly emerging:
Hadoop, Spark, ML algorithms, autonomous
devices, VR, IoT devices, data-as-a-service

Huge demand
for

Data Scientist, Data managers, Technology
experts, Business Analysts

Participating companies



largest retail chain in Denmark



largest telco company in Denmark



largest bank in Denmark

Jyllands-Posten

One of the largest and most read
news agencies in Denmark

Value for the companies

- Get a large pool of highly skilled people to provide fresh insights to current challenges
- Broaden the horizon, finding new ideas and insights from their data
- Finding new methods and new ways of handling and analyzing data
- Potentially seeing how other data sources can complement their own data
- Get access to future employees

Value for students

- Prize money: 1. prize 50.000 DKK, 2. prize 40.000 and 3. prize 30.000
- Access to some of the largest and most data-driven companies in Denmark
- Some positive press 😊
- Better chances for good employment:
 - Experience from analysis of real business data and relevant problems with the most recent big data tools and methods

Practicalities

- Student choose ONE company, and will work on their data only + whatever other available data you can get your hands on
- After signing up students will have to sign a NDA
- Afterwards they get access to anonymized data
- CBS provides a Q&A document for each company and first-level support
- You can get access to technical help at the company in question, and there will be technical workshops at each business site for the teams working on their data

Practicalities, continued

- Group sizes are 1-4 people
- Report of 15-20 pages, approximately same format as used in the course project
- Listen carefully to the companies and what they specifically want you to consider
- Reports are to be handed in by end of February
- There will be a final ceremony for shortlisted projects where they will present and compete for the final prizes

Projects evaluation

1) Business value

- *How well the solution addresses the business problem presented by individual companies*
- *How innovative the solution is*

2) Analytics

- *Quality of analysis*
- *How well the chosen method matches the business problem at hand*

3) Data management

- *Data manipulation and transformation*
- *Data merging*

Thank you!

Questions?

