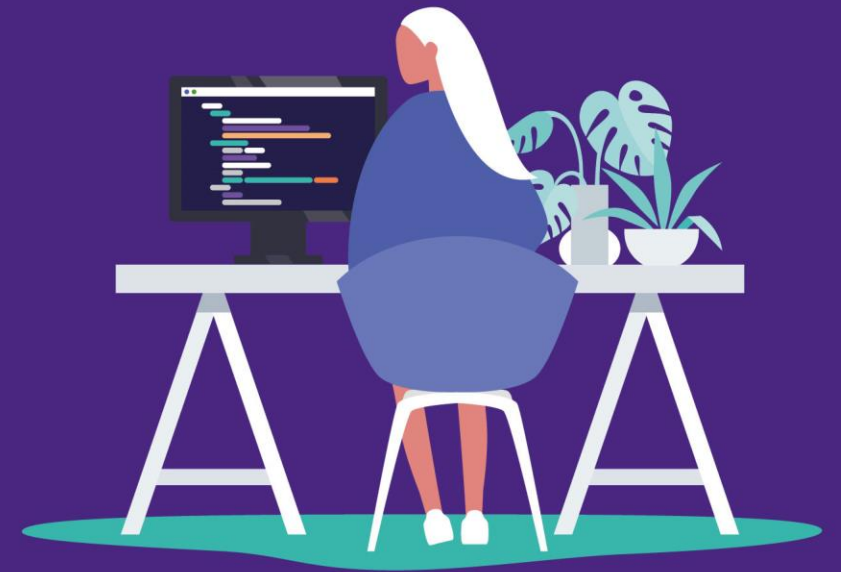


# Women in Data Hackathon

## Kick-off Presentation

14 October 2020



## AGENDA

## Order of events for the kick-off



- |   |   |                       |
|---|---|-----------------------|
| 1 | <b>Welcome</b> - <i>Bingqian Gao</i>  | 17:00 – 17:10 (10min) |
| 2 | <b>Hackathon overview</b> - <i>Sophie Hiscock</i>                                     | 17:10 – 17:40 (30min) |
| 3 | <b>Inspirational speakers</b> - <i>Rachel Keane, Razzia Gafur, Kristine Baekgaard</i> | 17:40 – 18:00 (20min) |
| 4 | <b>Getting started – Tools and resources</b> - <i>Mingyang Tham, Melissa Robinson</i> | 18:00 – 18:40 (40min) |
| 5 | <b>Q&amp;A</b>  | 18:40 – 19:00 (20min) |
| 6 | <b>End of session</b>   | 19:00                 |
-

Only **16%** of tech roles in the UK  
are filled by women

... and this ratio has not improved  
in **10** years

Women may have to wait **250**  
years to achieve economic parity

**So... it's not good enough right now**

**But...**

### **What does good looks like?**

- Increase participation from underrepresented talent
  - Access to information, opportunities and support
    - Diverse and relatable role models

### **What does diversity and inclusivity mean?**

- It's broader than gender
  - Acknowledge that there is no "one-size-fit-all"
- Have equal opportunity to thrive even if you are different

### **And do we need to do?**

- Strategic and structured initiatives
- Improve systems and processes to reduce bias
  - Ongoing commitment

## HACKATHON PURPOSE

# Women in Data Hackathon

in Partnership with Women in Data



**“...part of a campaign to provide information, advice and upskilling opportunities to encourage women to seek careers in the tech industry”**

THE ORGANISING TEAM

Meet the (ever-growing) team behind this initiative!



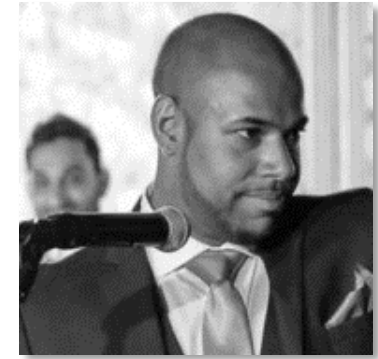
Bingqian



Rasa



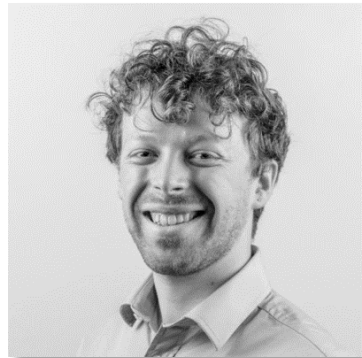
Sophie



Luke



Darshan



Joe



Mingyang



Weelin

## PARTICIPANTS

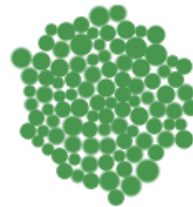
### Meet your peers and fellow participants

335 applicants

...at various stages of their career

Student

99



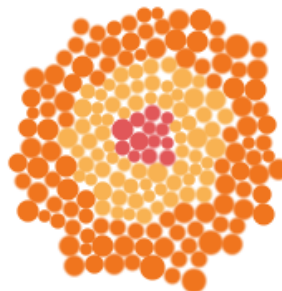
Unemployed

37



Work

199



...but not with data

13



...with data but not as the primary role

73



...with data as the primary role

113



## PARTICIPANTS

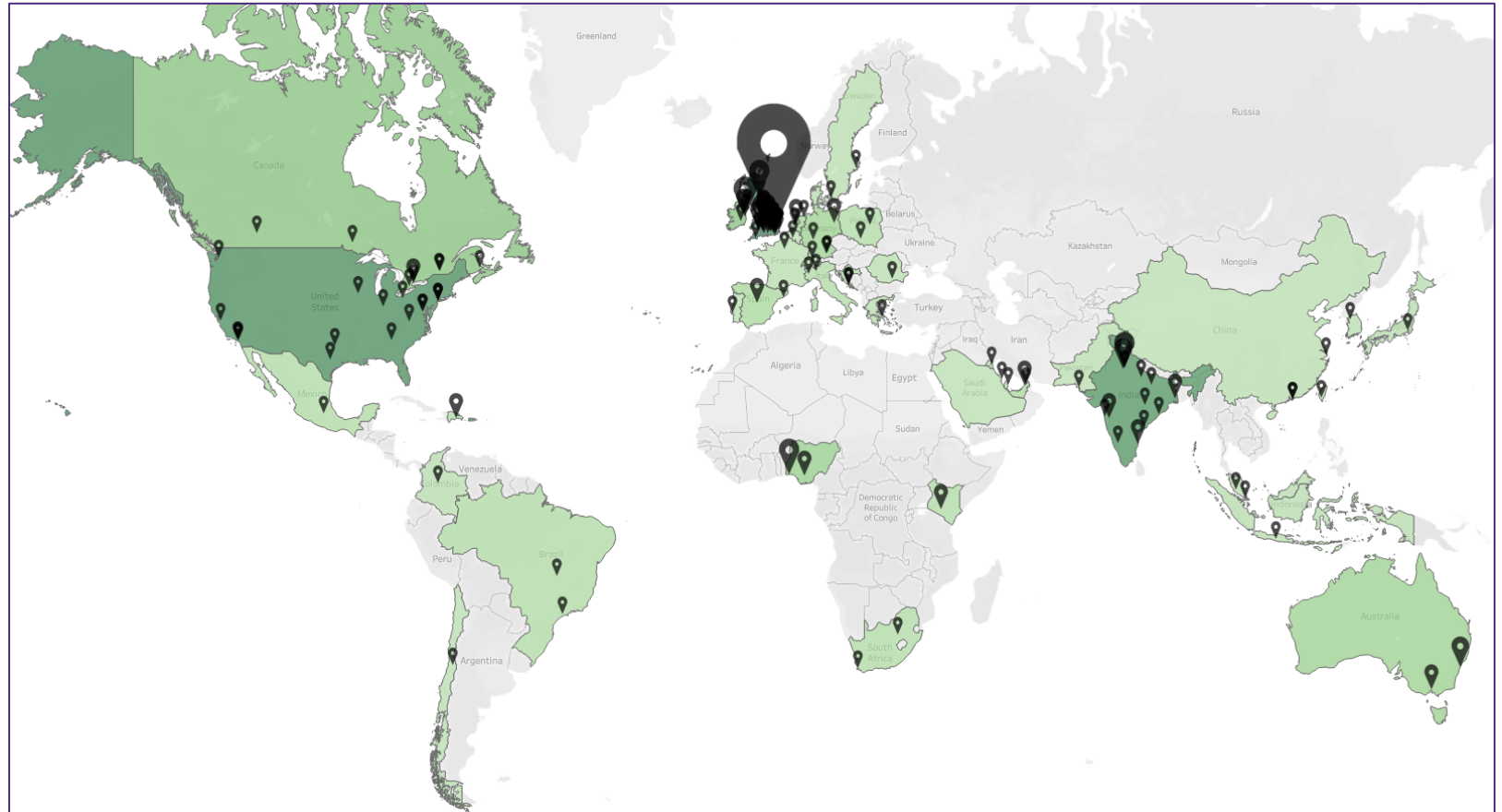
## Meet your peers and fellow participants

...from 41 countries



## Global distribution:

UK	213
Americas	40
Asia	37
Europe (ex-UK)	30
Africa	10
Australia	4

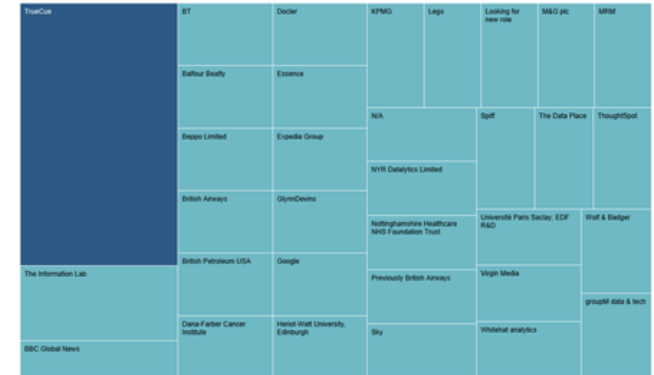


## Meet your facilitators

...supported by **40** amazing facilitators

...from **33** different organisations

**with collectively 200+ years' experience!**





## PARTNERS

We received incredible support from professional networks, universities and tech partners;  
Our hackathon was broadcasted in social media, newsletters, blogs, and career hubs



tiny viz talks



WHAT TO WALK AWAY WITH

## What's in it for you? – It's up to you!



### Your reasons might include:

- Learn or practice using various analytics tools
- Gain project experience working with real life data
- Work with a diverse team
- Practice business and soft skills
- Contribute knowledge to a pressing global issue
- Joining a community of like-minded people
- Network with and learn from industry experts



## Hackathon overview

**Introducing the hackathon, your  
dataset and deliverables**



## TIMELINE

### Some key dates to note over the next 3 weeks



- Instructions to the hackathon
- Data released at the link provided ([click here](#)).
- Opportunity for the teams to ask questions related to the task.
- Female role models sharing their experience in the industry.
- TrueCue team showcasing our take on the challenge
- All submissions must be uploaded to a link that will be provided.
- Cut-off for submissions at 17:00 (GMT+0).
- 5 teams will be shortlisted for live presentations.
- Finalists will be informed by 30<sup>th</sup> October.
- Live (albeit remote) presentations with Q&A will be conducted at 16:00 (GMT+0).
- 3 prize winners will be selected from the 5 finalists.

## DATASET

The focus of this hackathon will be on the current Covid-19 pandemic

Our World  
in Data

### Covid-19 Dataset

211 countries from 31 Dec 19



Population  
GDP  
Fertility rates



Tourism  
Government  
Smoking prevalence



Obesity rate



Healthcare spend

- Data can be accessed at the following link:  
<https://concentra.box.com/v/WiDHackathon-DataDownload>
- While Covid-19 data is recorded **daily**, most other data provided is recorded **annually** – resulting in repeated values
- Fields may be empty as some fields may not be recorded for some countries
- Teams are encouraged to source additional data to enrich the provided dataset (and be creative!)

## THE ASK

Teams are free to craft their own research questions around Covid-19 and can focus on any of the following approaches

**Descriptive**  
*What happened?*

- Which countries / regions are the hardest hit?
- When did the pandemic spike in each region?
- How are population age and cases related?

- What type of restrictions proved the most effective (or costly)?
- How does a country's economic integration impact their experience with the pandemic?

**Diagnostic**  
*Why did it happen?***Predictive**  
*What will happen?*

- Can we use economic trade patterns to model the spread of a pandemic?
- Given the current policies, where will the next hotspot be?

- What are the optimal triggers to introduce social restrictions?
- How long would different levels of restrictions have to be put in place to hit specific targets?

**Prescriptive**  
*What should be done?*

## REQUIRED OUTPUT

All teams will have to submit a 4 to 6 minute video recording of a presentation of their main project output

### Recorded Presentations (4 - 6 minutes)



Details for the submission will be provided to teams through your facilitators

Teams are free to structure the presentation as they like, but we recommend:

- Including a brief overview of additionally sourced data if applicable
- Focusing on the findings, insights and recommendations over methodology
- Using easily interpretable visualisations to support insights



You may provide other supplementary materials such as workflows, scripts and dashboards but we **will not** be using it in the judging unless absolutely necessary.

## JUDGING CRITERIA

Video submissions will be reviewed on a judging criteria centred on 4 main pillars to shortlist 5 teams that will present in the final presentations



### Creative use of data

- Interesting use cases and questions
- Novel approach to dataset enrichment



### Effective visualisation

- Clear and easily understood visualisations
- Effective use of, or combination of visualisations to support the narrative



### Actionable insight

- Findings are clearly articulated
- Relevant and achievable recommendations



### Impactful story-telling

- A well structured and coherent narrative
- Succinct arguments with the correct focus



Some bonus points will be awarded to submissions deemed to have a high level of **sophistication** – in either the problem being solved, or the approaches being used.





#### SUCCESS CRITERIA

There are 3 additional behaviours that we value strongly and view as being integral to being a successful team



##### Time management

- Set realistic expectations
- Determine project milestones
- Keep to plan



##### Collaboration

- Stay in touch
- Help each other learn
- Keep discussions open and constructive



##### Technical rigour

- Maintain best practice
- Present results accurately
- Use the appropriate analytical techniques and tools

## AWARDS

After the final presentations, the judging panel will select 3 winning teams

### We will have 3 Awards...

#### '||| Winner – Best Overall

...and based on submissions and final presentations, we will also pick 2 category winners.

Some examples are:

- '||| Most Insightful Analysis
- '||| Best Visualisation
- '||| Best Advanced Analytics / Predictive Modelling
- '||| Most Creative Use of Data
- '||| Most Impactful Story-telling

### ...and a handful of Prizes

- '||| Bragging Rights!
- '||| Featured on the TrueCue website to help build your professional profile in Analytics
- '||| Featured Podcast Interview with Lean Further
- '||| Speaking slot at the next Tiny Viz Talks
- '||| £150 Amazon voucher for the winning teams
- '||| An extended 6 month trial of Tableau



# Guest Speakers



GUEST SPEAKER



**Rachel Keane**

*Co-Founder, Women in Data UK*

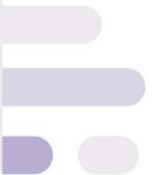
<https://womenindata.co.uk/>

GUEST SPEAKER



**Razzia Gafur**

*Associate Solutions Engineer, Alteryx*







GUEST SPEAKER



## Kristine Baekgaard

*Founding Member, Lean Further  
Consultant, Media House International*



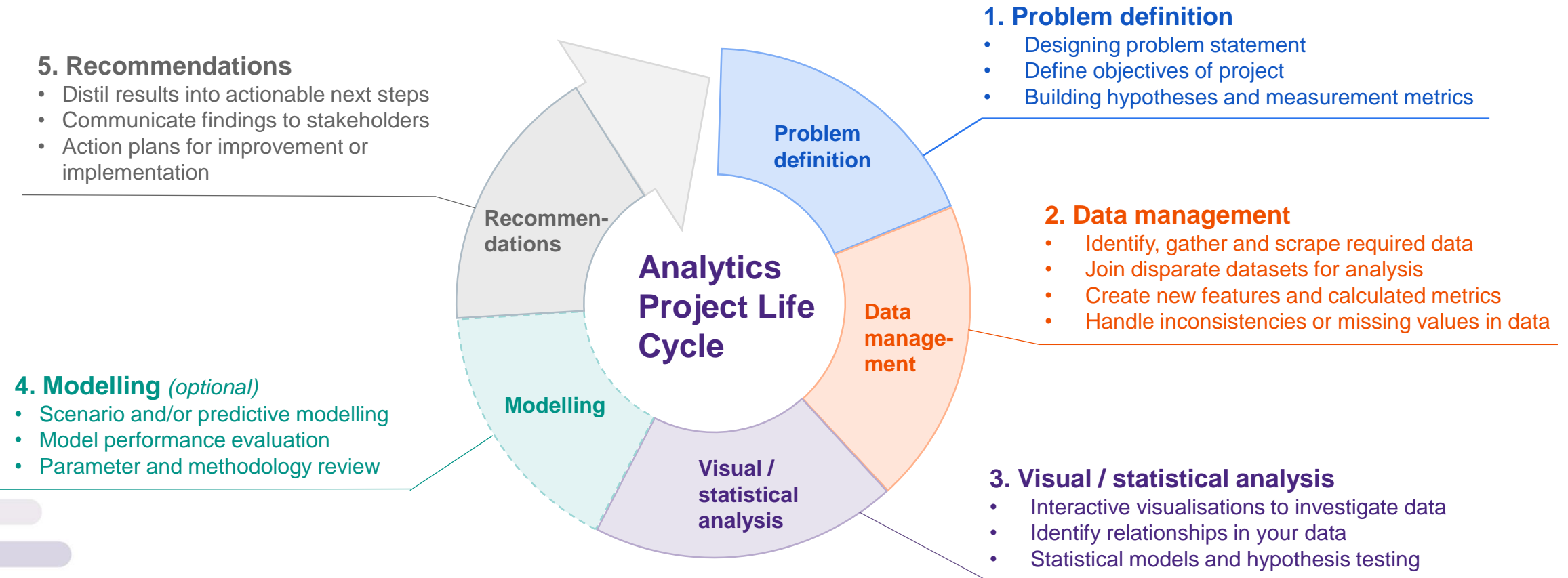
# Getting started





## PROJECT LIFECYCLE

A typical data-driven project life cycle may involve several iterative stages



## TOOLKIT

Selecting the right tool for each stage can be difficult



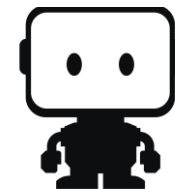
Power BI



alteryx

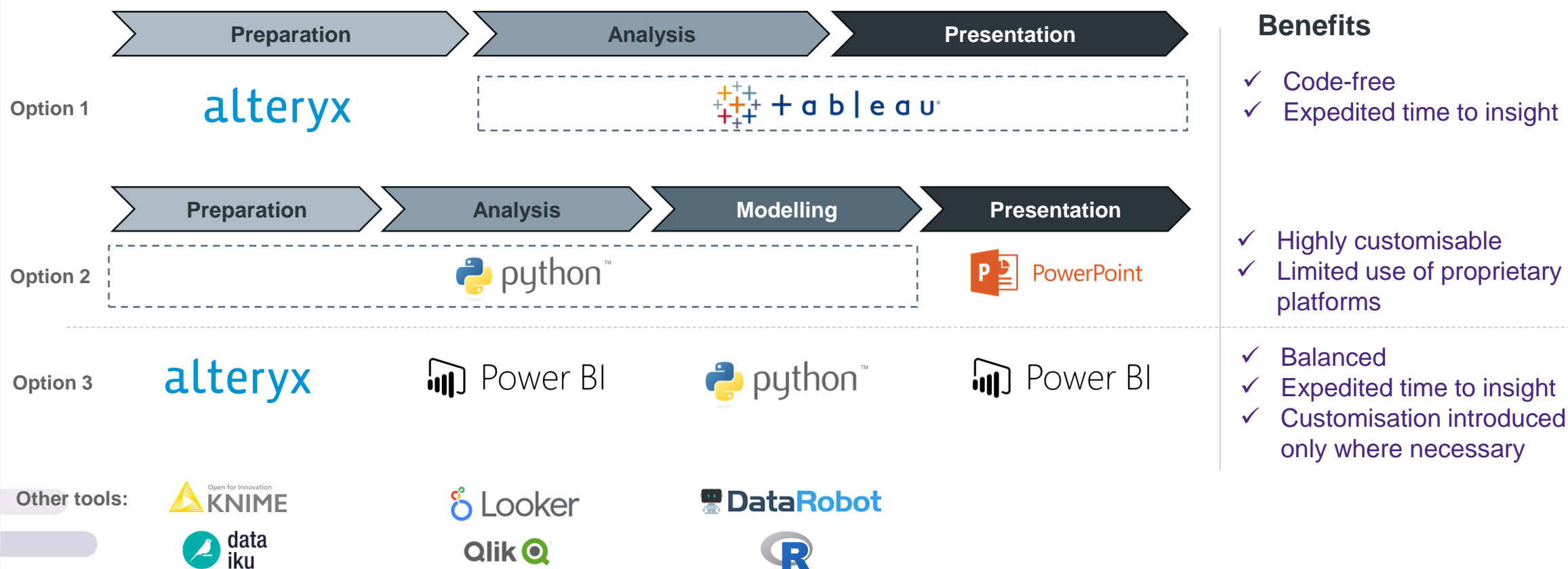


+ a b l e a u



## EXAMPLE TOOLKITS

Tooling choices depend on the needs of each project, but some typical examples include the following combinations



## Tableau and Power BI are two examples of powerful data visualisation software that vastly expedite time to insight

- ✓ Speed up and democratise access to data-driven insights using a no-code visualisation platform
- ✓ Wide range of attractive pre-built visualisations
- ✓ Quickly create interactive charts and customised dashboards
- ✓ Built-in query language for user-defined functions and aggregations
- ✓ Automated 'ask your data' functionality



### Power BI

**Access:**

Included in Office 365 distribution

**Click here to...**

- [Get inspired at the Data Stories Gallery](#)
- [Get started with Microsoft's Power BI Resource Centre](#)



### + a b | e a u

**Access:**

Free 14-day trial and download on Tableau website

**Click here to...**

- [Get inspired at Tableau's public gallery](#)
- [Get started with Tableau Help's step-by-step tutorial guide](#)



# Alteryx Intro and Resources

Melissa Robinson





ALTERYX

MELISSA ROBINSON,  
*SALES ENGINEERING  
MANAGER,  
IRVINE, CA*

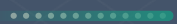


# THE ALTERYX APA™ PLATFORM ADVANTAGE

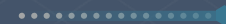
**ONE UNIFIED  
PLATFORM**

**SELF-SERVICE,  
HUMAN-CENTERED  
EXPERIENCE**

**AUTOMATING INPUTS**



**ANALYTICS + DATA SCIENCE  
+ AUTOMATED PROCESSES**



**AUTOMATING OUTPUTS**

**LARGE, ACTIVE  
COMMUNITY**

**PROVEN  
GLOBALLY**



# COMMUNITY + CULTURE

United States  
Census  
2010

DATA ENRICHMENT

Experian TOMTOM dun & bradstreet

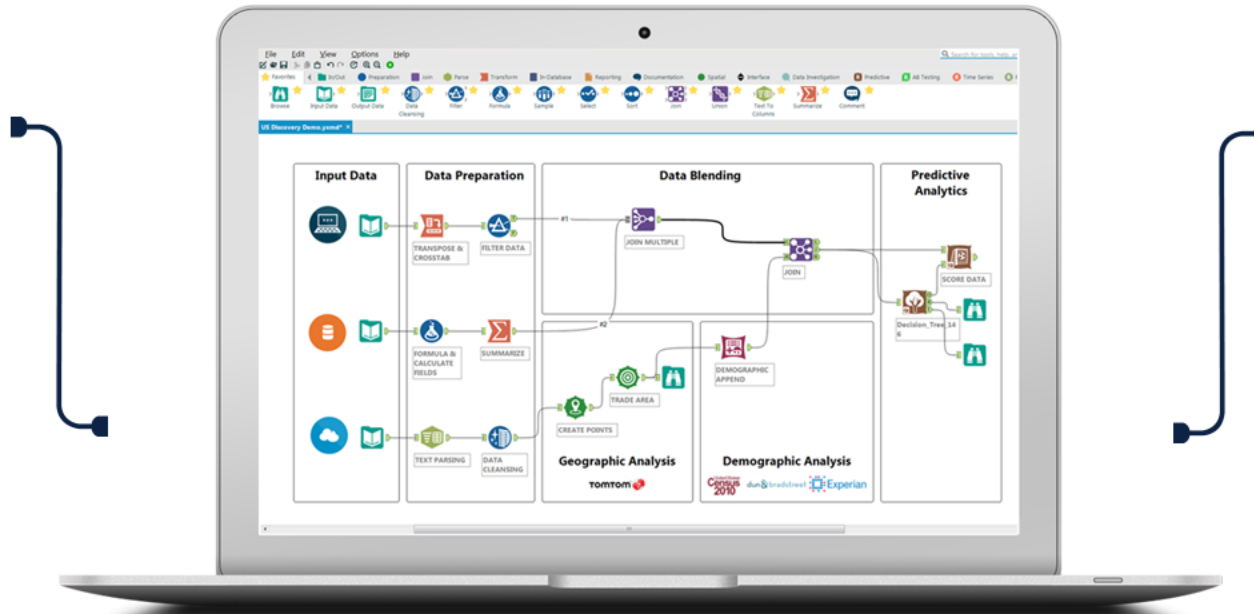


## DATA AGNOSTIC



## PREP + BLEND DATA

# alteryx DESIGNER



## OUTPUT



## SHARE INSIGHTS







COMMUNITY HUB



ACADEMY



DISCUSSIONS



KNOWLEDGE



IDEAS



BLOGS & PODCAST



USER GROUPS



ALTERYX FOR GOOD



USE CASES



PROGRAMS



## SIGN IN. GEEK OUT.

English Community ▾



ASK A QUESTION



299.5K Posts



169.3K Likes



20.6K Solutions



Take a look at the new [Alteryx Data Science Portal](#)! If you need more details, head on over to the [September 2020 Release Notes](#) for more information.

### LEARN

find your footing on the path to data science



### ASK

the data science community a question



### JOIN

local and industry User Groups



### READ

data science and analytics blogs



### LISTEN

Alter Everything Podcast



### SCHEDULE

free 1:1 session with Alteryx experts



## WHAT'S NEW

# ALTERYX SOLUTION CENTER

*Stuck on a technical Alteryx query to get your team to the next part of your analysis?*

*Book time as a group to speak to a specialist at Alteryx who can support you.*



Scheduling a 30-minute virtual working session with an Alteryx team member!

**Website:**

<https://outlook.office365.com/owa/calendar/AlteryxSolutionsCenterWIDHackathon@alteryx.com/bookings/>





## Next Steps



## GETTING STARTED

Start your hackathon right by reaching out to your team and doing your research early

### Connect with team

#### Objectives

- Get to know the rest of the team
- Understand strengths and experience of each member

### Establish expectations


- Establish expectations of each other early
- Organise team to take advantage of each team members individual strengths


### Desk research

- Be able to create an action plan and approach
- Understand the available toolkit to make informed decisions on which to use

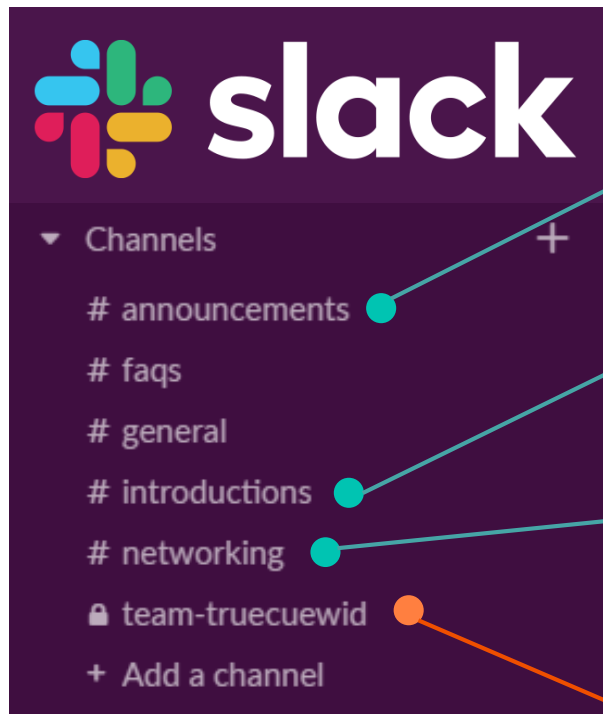
## FACILITATORS

Each team will have a facilitator who will be able to help provide some clarity and direction along the way

- 
- Asking for guidance on interpreting the assignment and choosing the right tools
  - Discussing analysis ideas
  - Asking for advice when you feel stuck
  - Leveraging your facilitator's background and experience to guide process
  - Understanding that facilitators might not always be able to help

- 
- Asking to fix your code
  - Asking to work on your project
  - Expecting to get all questions answered
  - Depending on facilitator's input

## A Slack workspace has been set up for the hackathon (and beyond)



### #announcements (Public)

All announcements relating to the hackathon would be made here. Please refrain from using this channel to contact the organising committee.

### #introductions (Public)

Join the community by saying hi and introducing yourself. We love when people share what it is about data that interests them!

### #networking (Public)

A place for all to share interesting opportunities with others. We aren't just looking for job opportunities and networking events – you may even use this to find your next hackathon partner!

### #teamchannel (Private)

This may be used for your team to organise work during the hackathon. You should have been invited to this channel by your facilitator.

## CONTACT

If you have further questions, there are several avenues for you to get help

### Have a question on...

- getting started?
- which tool to use?
- usage of specific tools?
- hackathon organisation or any other enquiries?

### You might find help through...

- ...your facilitators
- ...your facilitators, team discussion, or the Slack channel
- ...additional resources, Alteryx sessions, the Slack channel, Google...
- ...womenindata@truecue.com

## Additional Resources

### Need technical help?

TrueCue's Analytics Bootcamp provides an introduction to analytics and the platforms you may wish to consider.

- Episode 1 – <https://truecue.com/resources/webinars/free-analytics-bootcamp-an-introduction-to-analytics-the-art-of-the-possible>
- Episode 2 – <https://truecue.com/resources/webinars/free-analytics-bootcamp-getting-started-with-tableau>
- Episode 3 – <https://truecue.com/resources/webinars/free-analytics-bootcamp-getting-started-with-microsoft-power-bi>
- Episode 4 – <https://truecue.com/resources/webinars/free-analytics-bootcamp-getting-started-with-alteryx>

The Alteryx Academy is a great place to get started and learn to build your first workflows

- <https://community.alteryx.com/t5/Alteryx-Academy/ct-p/alteryx-academy>

### Looking for inspiration?

Tiny Viz Talks is a committee of London-based community sharing ideas around data visualisation.

- <http://tinyviztalks.com/>

The Pudding is a digital publication that explains ideas debated in culture with visual essays.

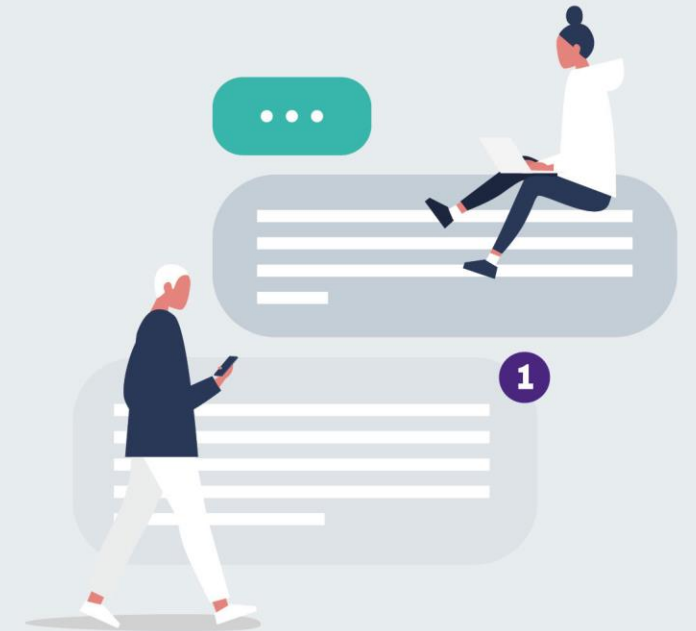
- <https://pudding.cool/>





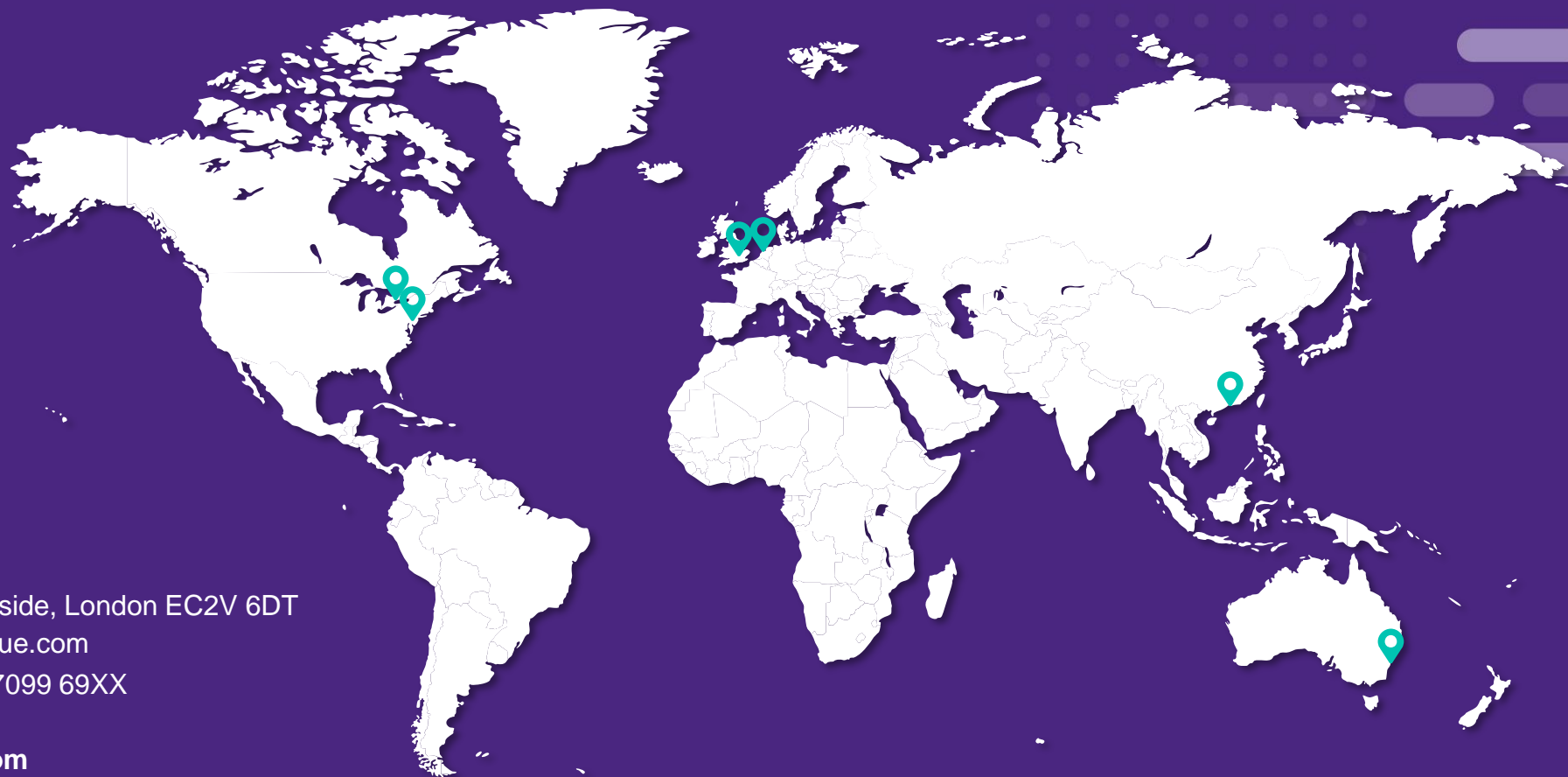
# HAPPY HACKING!

14 October 2020





TORONTO • PHILADELPHIA • LONDON • THE HAGUE • HONG KONG • SYDNEY



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