Data Analytics Competition

Student Guidelines

California State University, Fullerton

November 16, 2019

Guidebook Contents

Rules and Guidelines

Ground Rules

All of the work must end at 4:00 PM. Follow instructions in your guidebook to **make sure your presentation is submitted by 4:15 PM**. Presentations must be in the appropriate format (PDF or interactive dashboard). For further instructions on presentations, see the "Judging Criteria" section on the following page.

Teams may not split up to form new teams.

You are allowed to come and go during the competition but, **you must not work on the competition unless you are in the assigned room** and you cannot collaborate or ask for help from people who are not present in the competition area.

If you have questions about the data: First, check the competition guidebook and the data overview. If you cannot answer your questions by consulting the mentioned resources, we will have many mentors/helpers available on the floor that can assist. While they will not be able to give you direct answers to your immediate problems, they may be able to help guide you in the right direction.

Supplies

Participants are required to bring their own computers and software. Power and WiFi will be provided to you. If your school participates in "eduroam", you may use your "eduroam" credential to connect to the "eduroam" network at CSUF. Otherwise, you may use the guest network. Keep in mind that we may need to ask you to share available power outlets. Some students may find it helpful to bring books and manuals.

We will have food and snacks. Feel free to bring anything additional you might want such as energy drinks. You are of course free to come and go as you please, but keep in mind the time available to work.

You may want to bring some favorite statistical or computational reference books, if you have them, or bookmark some webpages that you often refer to.

CSUF is a "smoke-free' campus. Smoking is not permitted anywhere on the grounds.

Judging Criteria

Presentations

The teams will have up to 5 minutes for their presentations and judges will have 2 minutes to ask the team questions (7-minute time limit per team). The presentation can be in a PDF format (3-4 slides) or in an interactive dashboard. Please make sure to have a cover page that includes the following:

- Presentation title
- Team name
- Team members' names

Remember that the purpose of the presentation is to tell a story about the dataset from start to finish (i.e. What did you find in the dataset? What do the findings mean? What conclusions or recommendations can be made from the dataset?).

The teams will be **judged on three criteria--(1) visualization, (2) significant/actionable insight, and (3) conclusion/recommendation**--and 1st, 2nd, and 3rd place will be given to the top three teams with the highest total scores.

Questions to consider for each criterion:
1. Visualization - Does the visualization clearly present the important pieces of information found in the dataset to the decision maker? How well can the decision maker understand the information through the visualization without extensive knowledge about the data?
2. Significant/Actionable insight- What significant information was found in the dataset that would be most beneficial/useful to the decision maker?
3. Conclusion/Recommendation - What recommendations can be made based on the information found in the dataset?

Honorable Mention Categories

● Best Design - the team with the best-designed visualization will receive an honorable mention.
● Judges' Choice - this category will be selected by the judges on the competition day.

Competition Schedule

8:30AM - 9:00AM   **Participants Check-in**

9:00AM - 9:15AM   **Introduction Presentation**

12:00PM - 12:30PM   **Lunch**

4:30PM - 6:00PM   **Presentations**

6:00PM - 7:00PM   **Competition Results**

Judge Panel

Dr. Yinfei Kong, Ph.D

Assistant Professor, Information Systems & Decision Sciences at California State University, Fullerton

Dr. Dwight Wynne, Ph.D

Ph.D. - University of Southern California
Full-Time Lecturer at California State University, Fullerton

Kurt Rapelje

Director of Software Engineering at Laserfiche

Dr. Mohamed Abdelhamid, Ph.D

Assistant Professor, Information Systems at California State University, Long Beach

Data Overview

This dataset contains the spirits purchase information of Iowa Class "E" liquor licensees by product and date of purchase from the year 2018.

Class E liquor license, for grocery stores, liquor stores, convenience stores, etc., allows commercial establishments to sell liquor for off-premises consumption in original unopened containers.

There are two versions of the data set--you may use either file for the competition.

1. **Iowa_Liquor_Sales_2018.csv** - this version is the full data file for all transactions from year 2018.
2. **Iowa_Liquor_Sales_2018_subset.xlsx** - this version is a random sample from all the transactions from year 2018.

The data description file, **Iowa_Liquor_Sales_DataDescriptions.xlsx** will include the name, description, and data type for each column.

Data provided by: Iowa Department of Commerce, Alcoholic Beverages Division

Dataset Owner: Alcoholic Beverages Division (Commerce)

Emergency Contact Information

For CSUF Students: Holly Kim, BDAC President | president@csuf-bdac.com

For CSULB Students: Vivian Phu, AIS President | ais.president.csulb@gmail.com

Emergency: 911

Campus Operation and Emergency Closure Line: 877-278-1712

University Police Business Line: 657-278-4308

University Police Dispatch: 657-278-2515

Emergency Management Coordinator: 657-278-3572

CSUF Campus Map