

IoA Student Sprint: The Analytics Task Challenge

DataWave Music · Autumn 2025

Welcome to the Institute of Analytics Student Sprint.

This challenge simulates a real-world analytics task from the recruitment process for data and analytics roles. You will clean, analyse, and interpret data, then present your findings and recommendations in a 10-minute recorded presentation.

Rohan Whitehead

Data Training Specialist, Institute of Analytics

1. Sprint Overview

This sprint mirrors the analytics task stage used by employers in data job applications. Participants will receive a messy, real-world dataset from DataWave Music, a fictional streaming company, and will turn it into insights and recommendations that demonstrate analytical thinking and storytelling ability.

By completing this sprint, you will gain practical experience in data cleaning, interpretation, and presentation, all of which directly support employability in analytics roles.

2. Key Information

Solo participants only.

Deliverables:

- A 10-slide presentation deck (PDF or Google Slides).
- A 10-minute recorded walkthrough of your analysis and insights (Zoom, OBS, or Loom).

Facecam is optional. Recordings should show slides and clear narration.

Use any of the following tools:

Excel, Tableau, Power BI, Python, or R. You'll be assessed on clarity and interpretation, not tool complexity.

3. Key Dates

Event	Date
Launch Webinar	Thursday 6 November
Dataset Release	Monday 10 November
Educational Webinar 1	Wednesday 12 November – Sprint analysis, approach, and storytelling
Educational Webinar 2	Wednesday 19 November – Job application and communication skills
Submission Deadline	Friday 28 November

4. Recording Guidance

Record your presentation using any screen-recording tool. Keep your audio clear and slides readable. Aim for a professional, concise, and confident delivery.

Recommended duration: **8-10 minutes**. Test your recording before submitting. Upload your file or link to Google Classroom Submissions area. - The submissions section will be made obvious before the deadline.

5. Judging Criteria

Category	Description
Analytical Insight	The depth, logic, and accuracy of your findings.
Storytelling and Presentation	How clearly and confidently you explain your work.
Recommendations	The creativity, practicality, and business relevance of your suggestions.

6. Prizes and Recognition

- Certificates for all participants.
- Amazon vouchers for top entries.
- Winning projects will be featured on IoA platforms.

7. Educational Webinars

Webinar 1 – 12 November: How to approach your analysis, structure your insights, and tell your story through data.

Webinar 2 – 19 November: Preparing for wider job application stages, interview performance, and professional communication.

Both sessions will be hosted on Zoom. Registration details will be posted in Google Classroom.

8. Dataset Overview

The dataset represents global user behaviour on the fictional streaming platform DataWave Music. It includes engagement, subscription, and satisfaction metrics with realistic imperfections, missing values, and inconsistencies to simulate workplace data.

Your task is to identify the relationships and trends that explain user behaviour, and to communicate these clearly through your presentation.