

Challenge Statements

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1	<p>Challenge Title: SES Prediction</p> <p>Challenge Statement: Identify SES (Socio-economic Status) on the basis of given person's home location and average monthly bill.</p>
	<p>Background: Singapore is divided into different zones based on socio-economic parameters. Can we categorize our users into Low SES, Medium SES and High SES based on billing address?</p> <p>Participants are encouraged to get creative in <u>using other features</u> about the customers as well, e.g. average monthly telco bill, et cetera.</p> <p>Note: Only postal codes will be provided initially.</p> <p>Dataset: https://www.dropbox.com/s/8c330cnupajtnkw/Challenge%201_SES%20prediction_dataset.csv.encrypted.zip?dl=0 Password: circleshack19</p>
2	<p>Challenge Title: Personalization Engine</p> <p>Challenge Statement: Convert polling game users towards becoming Discover Movies and Discover Events customers with a content-based personalization engine.</p>
	<p>Background: Our polling game feature on the Circles.Life app collects a significant number of data points on user preferences every day. How can we leverage that information to nudge/channel/guide users towards becoming loyal customers of two other app features: Discover Movies and Discover Events?</p> <p><i>Note: You may wish to download the Circles.Life app to browse the above features for this challenge.</i></p> <p>Dataset: https://www.dropbox.com/s/qfbdhukdytdmqjy/Challenge%202_Personalization%20Engine_polling_game_dataset.csv.encrypted.zip?dl=0 Password: circleshack19</p>
3	<p>Challenge Title: Being Smart about Managing Personal Finances</p> <p>Challenge Statement: Create a fun and smart digital personal finance management system based on your spending behavior.</p>
	<p>Background: You spend money across categories and pay from different sources: various bank accounts, cash or by using more than one credit card. At the end of the month, it can be challenging to analyze spending behavior. Think about creating a system (either app/service) to manage personal finances that is fun to use and can also offer insights and make intelligent recommendations.</p> <p>Dataset: N/A</p>