

Wells Fargo Campus Analytics Challenge Official Rules

PLEASE READ CAREFULLY—THESE OFFICIAL RULES ADDRESS YOUR LEGAL RIGHTS

THIS IS A JUDGED CHALLENGE. NO ENTRY FEE OR PURCHASE IS REQUIRED TO PARTICIPATE. YOU MUST ENTER THIS CONTEST WHILE IN THE UNITED STATES.

- 1. Overview:** At Wells Fargo, our data scientists play a key role in driving innovative and meaningful insights that enable our lines of business to provide a world-class experience to our stakeholders. The Campus Analytics Challenge 2022 (“Challenge”) puts you in the role of a data scientist and calls you to use machine learning and natural language processing to predict transaction categories. The dataset is small enough that you should be able to work with it on a standard laptop.

To help get your creative juices flowing, we encourage you to explore machine learning and natural language processing research, literature and beyond, as you may find a creative approach in other sub-fields of data science.

- 2. Challenge Schedule:** Challenge runs according to the schedule below on <https://www.mindsumo.com/contests/campus-analytics-challenge-2022> (the “Challenge Website”).

Challenge Starts	12:00:01 p.m. Eastern Time (“ET”) on 06/13/2022
Challenge Submission Deadline	12:00:01 p.m. ET on 07/13/2022
Submissions Judged	07/14/2022 – 08/05/2022
Potential Finalists and Winners Notified (winning subject to verification)	08/10/2022 (on or about)

- 3. Eligibility:** This Challenge is sponsored by Wells Fargo Bank, N.A. (“Sponsor” or “Wells Fargo”) for full-time or part-time students, 18 years of age or older at the time of entry, who are enrolled in any higher education degree program on campus or online at colleges or universities in the United States and District of Columbia, including students attending two- and four-year programs, technical and vocational schools, junior and community colleges, as well as graduate and professional education students (collectively “Students”). Employees of Wells Fargo or MindSumo, Inc. and their respective parents, divisions, affiliates, subsidiaries, their promotional or marketing agencies, government entities and public officials, and their immediate family members (parent, child, sibling and spouse) and persons living in the same households of each such employee (whether related or not) are not eligible. **To be eligible to receive any prize, potential winners must have a valid U.S. tax identification number and meet all the eligibility requirements at the time the prize is awarded.** Potential winners will be required to provide Sponsor with proof that they meet the eligibility requirements for this Challenge. Void where prohibited by law.
- 4. The Challenge Background:** It is no surprise that financial companies need to help their customers organize their finances. Customers want to know what they spend their money on in order to keep their balances in check. By categorizing transactions and building better customer engagement tools, Wells Fargo can help customers identify frequent purchases and subscriptions, sort their income and activity liability with higher accuracy, and reduce credit risks.

Transaction categorization is the process of recognizing the purpose of a transaction based on its description. For a long time, this process was done manually, but now technology can do it efficiently.
- 5. Challenge Objective:** This challenge focusses on natural language processing using the power of Machine Learning to predict which category a transaction will fall into, given the description of the transaction. Your solution must: (a) meet the Challenge

Criteria, (b) follow the Challenge Instructions and Requirements, and (c) incorporate the Key Deliverables, each described in detail below.

6. Challenge Criteria: Build a model to predict transaction categories (“Solution”) using the following 10 (ten) distinct categories that a transaction may fall into:

- Communication Services
- Education
- Entertainment
- Finance
- Health and Community Service
- Property and Business Services
- Retail Trade
- Services to Transport
- Trade, Professional and Personal Services
- Travel

The dataset provided on the Challenge page is synthetic. This dataset has been scrubbed to replace all transaction numbers with 1's.

7. Challenge Instructions and Requirements: When creating your Solution, you may use **a novel combination** of existing machine learning and/or natural language processing, or **develop your own** method in order to extract and/or represent thematic information from the data file. Your Solution must include:

- Citations and sources for any additional data and/or methodologies used.
- The Key Deliverables, which are as follows:
 - **Deliverable 1:** Describe, using an abstract, your approach and methodology. Include a visual representation of your analytic process flow.
 - **Deliverable 2:** Return the uncategorized content dataset with the categories identified.
 - **Deliverable 3:** Document your code and reference the analytic process flow-diagram from Deliverable 1.

8. Entering/Submitting Your Solution: To submit your Solution and enter the Challenge on or before the Challenge Submission Deadline (see Rule 2), you must do the following:

- Register for a free MindSumo.com account. If you are already a MindSumo registrant, you can proceed to the next step. To register with MindSumo, you will be required to agree to the MindSumo Terms of Use available at www.mindsumo.com/terms. The MindSumo Terms of Use apply to this Challenge. Capitalized terms used in these Official Rules will have the meaning given to them in the MindSumo Terms of Use, unless otherwise noted.
- Find the Wells Fargo Challenge in the Challenge Listings or you can go directly to the Challenge Website at <https://www.mindsumo.com/contests/campus-analytics-challenge-2022>. (If you are a new registrant, you will be directed automatically to the Challenge Listings upon signing up.)
- Submit your Solution by typing it directly into the Challenge Website or uploading it as a separate file. You may edit your Solution on the Challenge Website until the Challenge Submission Deadline, or you can compile your Solution and upload it as individual files or as a zip file. For accessibility, PDFs can be converted from text to speech (<https://helpx.adobe.com/elearning-suite/kb/text-speech-converter-various-languages.html>). The Challenge will also be available to Students via audio file (mp3).

By entering, you warrant and represent the following with respect to your Solution: (a) you own or control all rights in and to the Solution; (b) the Solution has not been and will not be assigned or transferred to another party; (c) the Solution is yours to give to Sponsor per these Official Rules; (d) the Solution is your own creation; (e) the Solution or a similar Solution has not been submitted in this Challenge by another Student; and (f) nothing in the Solution will infringe on any rights of any third parties.

9. Challenge Judging: Your Solution will be judged based on your responses to each Key Deliverable of the Solution based on the criteria in Rule 10 below. Each judge may award a **maximum of 130 points** for any given Solution. Each submitted Solution will be initially screened for eligibility and appropriateness. At the judges' sole discretion, Solutions which do not specifically address one or more of the Key Deliverables, are incomplete, do not pass the screening, and/or are deemed to be negative, offensive, or controversial in any way will be disqualified from the Challenge. Judges make the final determination as to which Solutions are eligible for judging in the Challenge. If the Judges determine that a Solution or substantially similar Solution has been submitted by more than one Student, the Judges, in their sole discretion may disqualify the applicable Solution(s).

- **Round 1 Judging:** All eligible Solutions will be reviewed by a panel of judges using the judging criteria in Rule 10 below to select up to eight (8) Solutions as potential finalists ("Finalists") to undergo a second round of judging.
- **Round 2 Judging:** A panel of judges will review the Finalists' Solutions utilizing the judging criteria in Rule 10 below, to select up to three (3) winning Solutions.

Fewer than eight (8) Finalists and/or fewer than three (3) winners may be selected in the event insufficient qualified entries are received.

Tie-Breaking: In the event of a tie, tie-breaking criteria will be applied to determine the winning Solutions starting with the Rigor criteria, followed by the Methodology and Approach, followed by Documented Code. Then, the overall quality of presentation in such order, as needed. (See Rule 10 "Judging Criteria" below for category descriptions.)

10. Judging Criteria: All Solutions will be reviewed for content, and no guarantee is made as to when/if any particular Solution will be used or developed by Sponsor. Solutions containing prohibited content and/or otherwise deemed by the Judges, in their sole discretion, to be inappropriate will be disqualified. Judges' decisions will be final and binding in all matters relating to the Challenge. Solutions (and all components thereof) will not be returned. By participating, you agree to abide by these Official Rules, the MindSumo Terms of Use and the decisions of the Judges, which shall be final and binding in all matters relating to the Challenge.

Category	Max Points
A. Rigor	
a) Is the solution working, complete, comprehensive, and clear?	20
b) Are the results reproducible, and reliable?	10
c) Is analysis reliable?	10
d) Does the code meet desired level of quality? Is the code well commented?	10
e) Do the design and the approach demonstrate robustness and coherence?	10
f) Did you acknowledge and justify all necessary assumptions?	10
g) Is the description of the strengths and limitations of your method well thought-out?	10
h) Real-world potential and benefits.	10

B. Methodology and Approach	
a) Does the report include a visual representation of the analytic process flow and accompanying narrative?	15
b) Is the description of the approach clear and complete?	5
c) Is the reason for choosing the methodology and approach given?	5
C. Documented Code	
a) Is each major section of the code referenced to the analytic process flow-diagram?	5
b) Is the code clean?	5
c) Is the documentation concise and liberally used?	5
D. Total Points	130

11. Prizes: The following prizes are available:

- a) One (1) first place prize: \$7,500
- b) One (1) second place prize: \$5,000
- c) One (1) third place prize: \$2,500
- d) Five (5) Finalist prizes: \$1,000

Sponsor reserves the right to award fewer than the advertised number of prizes in the event an insufficient number of submissions/Solutions are received that are of reasonable quality to merit a prize.

12. Winner Notification and Prize Award: The potential first, second, and third place winners and the Finalists (collectively, “Prize Winners”) will be notified by Wells Fargo by telephone and/or email on or about 08/10/2022 using the contact information provided upon registration. No liability is assumed for any notification that is lost, intercepted, or not received by a potential Prize Winner for any reason. If a potential Prize Winner does not reply to the notification within five (5) business days of the date of the notification, s/he may be deemed to be ineligible, at the Sponsor’s sole discretion. After responding to the notification, potential Prize Winners will be sent (based on the domestic U.S. address they provide Wells Fargo) from The Barrett Group, Inc. (“Administrator”), by overnight mail an Affidavit of Eligibility, Liability Release, Assignment of Intellectual Property Ownership, Publicity Release (where legal), Non-Disclosure Agreement, and an IRS W-9 Tax Form (“Prize Claim Documents”). Potential Prize Winners will be required to sign and notarize the Affidavit. If the Prize Claim Documents are not properly executed and returned within ten (10) business days of the date on the accompanying letter, the prize may be forfeited and may be awarded to an alternate Prize Winner. Prize Claim Documents will only be sent to an address in the U.S. Prize money will be awarded in the form of a check and will be sent via traceable mail to an address in the U.S. within 10 business days of completion of Prize Winner verification. Prize Winners will receive an IRS Form 1099 reflecting the value of the prize received.

Wells Fargo reserves the right to conduct a background check of any and all records of any or all potential Prize Winners, including without limitation, civil and criminal court records and police reports. To the extent necessary under law, the potential Prize Winner agrees to authorize this background check. Wells Fargo may also take all steps necessary to corroborate any information provided by the potential Prize Winner in his/her background check. In that regard, the potential Prize Winner will be obligated to provide necessary contacts and information so that Wells Fargo may conduct such investigation. Wells Fargo reserves the right (at its sole discretion) to disqualify any potential Prize Winner from receiving a prize based on the results of the background check if, in its sole discretion, Wells Fargo determines that awarding a prize to such potential Prize Winner might reflect negatively on Wells Fargo’s image and/or reputation. If a potential Prize Winner has engaged in or does engage in any conduct that could damage the reputation or business of Sponsor, as determined by Sponsor in its discretion, the potential Prize Winner may be disqualified and the prize may be awarded to an alternate Prize Winner.

- 13. Publicity/Usage Rights:** By participating in this Challenge, each Prize Winner irrevocably grants Sponsor and their agents and persons acting with Sponsor's authority, a royalty-free, exclusive, fully transferable, assignable, and sublicensable right and license to use, reproduce, modify, display, transmit, adapt, publish, translate, creative derivative works from, and distribute any submission (or any portion thereof), throughout the world and in perpetuity, in all media now known or hereafter devised and for all lawful business purposes of Sponsor and its affiliates (including without limitation, advertising, promotional, marketing, commercialization, and any other purposes). Each Prize Winner agrees to irrevocably assign and transfer to the Sponsor any and all rights, title and interest in the winning Solution including, without limitation, all copyrights and waive all moral rights. Except where prohibited, participation in the Challenge and/or receipt or use of any prize by a Prize Winner further constitutes such Prize Winner's consent for use of his/her name, likeness, voice, and photo submitted as part of the entry process, for promotional or advertising purposes in any media, worldwide, now known or hereafter developed, in perpetuity, without further review, notification, payment, or consideration (unless prohibited by law). **If you do not agree to the terms of these Official Rules or the MindSumo Terms of Use, do not enter this Challenge.** If any term or condition of these Official Rules conflicts with or is inconsistent with any term or condition of the MindSumo Terms of Use, the terms and conditions in these Official Rules shall govern and be controlling.
- 14. Additional Rules:** Entry materials/data that have been tampered with or altered are void. No responsibility is assumed for: (a) lost, late, misdirected, damaged, garbled, incomplete or illegible entries, all of which are void; (b) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, mobile device, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by MindSumo or Sponsor on account of technical problems; or (c) any injury or damage to entrant's or any other person's mobile device or computer related to or resulting from participating in the Challenge. The date and time of entry receipt shall be determined by the official clock on the Challenge Website. Submitted materials become the sole property of Sponsor and will not be acknowledged or returned. If for any reason this Challenge is not capable of being run as planned due to tampering, unauthorized intervention, fraud, technical failures, or any causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Challenge, or for any other causes beyond the Sponsor's control, or for any reason Sponsor deems it necessary, Sponsor reserves the right in its sole and unequivocal discretion to cancel, terminate, modify, delay or suspend the Challenge. If the Challenge is cancelled, all submitted Solutions up to the point of termination will be judged by the judges according to the Challenge criteria and winning Solutions will be selected if there are prize-worthy Solutions. By participating in this Challenge, you consent to allow MindSumo to use and to disclose your personal information to Wells Fargo and the Administrator only for the purpose of administering this Challenge.
- 15. Release of Liability:** By participating, you release and hold harmless Wells Fargo, MindSumo, and the Administrator and their respective parents, subsidiaries, affiliates, related companies, directors, officers, employees and agents (collectively, the "Releasees") from any and all liability for any injuries, loss or damage of any kind arising from, or in connection with, this Challenge, the prizes or the awards. You agree to indemnify and hold Releasees harmless from any and all claims, damages, loss, injury, expenses and costs (including reasonable attorneys' fees) brought or asserted by any third party against any of the Releasees due to or arising out of your Solution or participation in this Challenge including, but not limited to, trademark, copyright, or other intellectual property rights, right of publicity, or right of privacy or defamation, injury, loss or damage caused or claimed to be caused by your participation in the Challenge and/or the acceptance, awarding, receipt, use and/or misuse of the prize, and you agree that these entities are not responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Challenge and/or the awarding of any prize except as expressly provided in these Official Rules. By participating, you agree that: (a) any and all disputes, claims, and causes of action arising out of or in connection with the Challenge, or any prizes awarded, shall be resolved individually without resort to any form of class action; (b) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Challenge, but in no event attorney's fees; (c) under no circumstances will any entrant be permitted to obtain any award for, and

entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses; and (d) these Official Rules and all disputes shall be governed by the internal laws of the state of Texas without regard to principles of conflicts of laws, any disputes shall be resolved exclusively in the state or federal courts in the state of Texas, and you expressly consent to the jurisdiction of said courts and waive any objection thereto. ***For New Jersey residents, the limitations set forth above are inapplicable where attorneys' fees, court costs, or other damages are mandated by statute.***

- 16. Privacy Policy:** Any information you submit is subject to Sponsor's privacy policy available at <https://www.wellsfargo.com/privacy-security/>. Your participation in this Challenge constitutes your consent for Sponsor, MindSumo, and Administrator to use your personal information only for the purpose of administering the Sweepstakes and awarding the prizes.

ANY ATTEMPT TO CHEAT OR ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

- 17. Force Majeure:** The failure of Sponsor, MindSumo, or Administrator to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, national or global health crisis, act of public enemies, actions of governmental authorities — outside of their control (excepting compliance with applicable codes and regulations) — or any other cause beyond their reasonable control, whether similar or dissimilar to any cause listed herein, will not be considered a breach of these Official Rules.

- 18. List of Prize Winners:** For a list of each Prize Winner's first name, last initial, city and state, send a self-addressed, stamped envelope to be received by 1/31/23 to: Wells Fargo Challenge Winners, 2554 Lincoln Blvd., PMB 566, Venice, CA 90291-5082.

- 19. Sponsor:** Wells Fargo Bank, N.A., 5080 Spectrum Dr., Floor 4, MAC T9000-04V, Addison, TX 75001

- 20. Administrator:** The Barrett Group, Inc., 2554 Lincoln Blvd., PMB 683, Venice, CA 90291-5082

ACCEPTANCE OF OFFICIAL RULES – By clicking “I agree” below, you agree to each of the terms and provisions of these Official Rules and the MindSumo Terms of Use and agree on behalf of yourself and your personal representatives, heirs, next of kin, successors and assigns not to contest the validity of this Challenge or any part of it due to the fact you checked the box below. **If you do not agree to all of the terms of these Official Rules or the MindSumo Terms of Use, you understand that you will not be allowed to participate in the Challenge.**

By submitting a Solution in this Challenge, I signify that I agree to these Official Rules and the MindSumo Terms of Use. I understand that the dataset provided is proprietary to Wells Fargo and it may not be used for any other purpose than to provide a Solution in this Challenge.

☐ I agree

☐ I do **NOT** agree and as such do not wish to be entered into the Challenge