

DATA SCIENTIST CHALLENGE (INDEX.HTML)



If you have the SKILLS and can prove it, here's your chance to
PARTICIPATE & WIN UP TO 10,000 USD



(judging-criteria.html)

Data has been rele

Background

One of the core assets of a Credit Card industry is the information rich data that is available for millions of its customers! And one such data source is transaction data. Each time a customer uses their card for purchase, a new transaction record is created. On average approximately 120 annual records are created for each active customer. If mined right, this data has the potential to yield incredible insights into customer preferences and lifestyle choices.

However, we are faced with one fundamental challenge while using this data namely, the sheer size of the data and the processing power required, in order to mine value from it.

This data was not optimally leveraged in the past; however, with better platforms and techniques becoming available, card issuers are increasingly turning towards mining this data asset.

Below is a table to show what the input data structure will be like. This data is in no way reflective of actual Citi transaction data.

Customer #	Merchant #	Month	Category	# of transactions
1	1	1	Grocery	3
2	2	1	Dining	2

3	3	1	Grocery	5
4	4	2	Apparel	1

Objective:

The objective of this challenge is to identify the Top 10 merchants that customers have not transacted with in the past 12 months and are likely to transact with, in the next 3 months.

You must personalize these recommendations at a customer level!

To arrive at this objective, you have to accomplish the following:

Merchant Prediction: Using historical data for the particular customer and rest of the population, identify merchants the customer is likely to transact with.

Judging Criteria

(judging-criteria.html)

Submission Rules

(submission-rules.html)

Scoring

(scoring.html)

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For any query, please email datascientistchallenge@mu-sigma.com (mailto:datascientistchallenge@mu-sigma.com)

