

**2017 Analytics Shootout  
Sponsored by SAS Institute Inc.  
OFFICIAL RULES**

**NO PURCHASE NECESSARY**

**HOW TO ENTER:** To submit your entry, go to the contest web site located at [http://www.sas.com/en\\_us/events/analytics-conference/analytics-shootout/analytics-shootout-2017.html](http://www.sas.com/en_us/events/analytics-conference/analytics-shootout/analytics-shootout-2017.html), complete the registration form and transmit the form via the Internet. All registered teams will be assigned a team number by SAS. Once your registration form has been received the problem will be delivered to you within two (2) business days.

**DEADLINES:** All registrations must be received by 5:00 PM EST on Tuesday, May 2, 2017. Final contest projects, as outlined below, must be submitted in full no later than 12:00 PM EST Friday, June 2, 2017.

Contest entries made through the Internet will be declared made by the registered user of the e-mail/Internet account. Sponsor is not responsible for phone, technical, network, electronic, computer hardware or software failures of any kind, misdirected, incomplete, garbled or delayed transmissions. Sponsor will not be responsible for incorrect or inaccurate entry information, whether caused by entrants or by any of the equipment or programming associated with or utilized in the contest.

**ELIGIBILITY:** The Shootout is open to anyone currently enrolled as a full-time student at an accredited academic institution. Open only to current residents of the US and Canada. Void in Puerto Rico and the Province of Quebec, and where prohibited by law. Employees (including immediate family members and/or those living in the same household of each) of SAS, their advertising, promotion and production agencies, the affiliated companies of each, and the immediate family members of each are not eligible.

**PRIZE:** Three (3) winning teams (first place, second place, and third place) will be awarded expense-paid trips to Analytics Experience 2017 for a designated member of the team and the team's supporting faculty member only. Each prize will consist of the following:

- One free seat at Analytics Experience 2017 – approximate retail value \$698.00
- Three (3) days lodging in Washington, DC on September 17<sup>th</sup>, September 18<sup>th</sup>, and September 19<sup>th</sup>, 2017 – approximate retail value \$700.00
- Three (3) days of meal expenses in Washington, DC on September 17<sup>th</sup>, September 18<sup>th</sup>, and September 19<sup>th</sup>, 2017 – not to exceed \$225.00 (receipts required)
- Round trip airfare to Washington, DC from within the continental United States or Canada – approximate retail value \$400.00.

**In addition, SAS will make a donation to the winning team's school as follows: 1st place \$5,000.00; 2nd place \$3,000.00; and 3rd place \$2,000.00.** Odds of winning depend on the number of eligible entries received. ALL TAXES ON THE PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNERS OR WINNERS' DESIGNATED RECIPIENT. Sponsor will notify winners by telephone, mail or e-mail, at Sponsor's discretion. No substitutions or cash awards, except that Sponsor reserves the right to substitute a prize of equal or greater value in the event of unavailability.

**GENERAL REQUIREMENTS:**

- Entries must be the original work of the submitter and/or his/her team; must be suitable for publication; and must not infringe third- party rights.
- All submissions must use SAS code.
- Participants may only use the variables provided in the original data or transformed variables as a result of their work.
- Teams must include their assigned team number (issued at registration) in the header or footer of all materials uploaded for judging (or in comments of the SAS code.)

- The required cover page should be the only place where it is possible to identify the University, Department(s), and/or the individuals involved in the submission.

#### **REQUIRED ELEMENTS:**

1. **A separate cover page** that references the University, team members, supporting faculty member, primary contact, team number assigned at registration and date submitted. The cover page will be removed for judging.
2. **Project report** that includes the following sections: executive summary, data analysis, modeling approach, results and conclusions (see judging criteria in the next section). Please do not include any school/member identifying information on the report other than the team member.
3. Include all SAS code and/or flows (Enterprise Miner EM, Enterprise Guide EG, and Base SAS) to be examined by the judges.
4. Provide instructions for running the SAS code and/or flows, including estimated running time with brief description of hardware environment, neatly organized SAS code and/or flow running order, and clear labels for the order of execution.

#### **SAS CODE REQUIREMENTS:**

1. Specify the version of Enterprise Miner, EG, and/or Base SAS used.
2. SAS code should use only the original data provided in the 2017 SAS Shootout Data Package.
3. Only use a single SAS library at the beginning of the code and/or flow to define the original 2017 Shootout Data Package location.
4. Only final datasets should be included in the submission (no intermediate data sets).

#### **REPORT FORMAT:**

All submissions should follow this format:

1. Margins: 1" from all sides
2. Typeface: Times New Roman size 12
3. Spacing: 1.5
4. Paragraph style: Block style
5. Captions: Captions to be placed under tables or figures, numbered sequentially across the document
6. Document size: maximum 30,000 words
7. Page numbering: Page number to be placed at the bottom of each page (e.g., Page 1 of x)

#### **JUDGING:**

All entries will be judged based on the following criteria:

- 70% of the total points will be awarded based on the content in the Project Report. Major sections should include:
  - Executive Summary: – 5%
  - Data Analysis: exploratory data analysis and mapping to the problem – 20%
  - Modeling Approach: rationale for modeling approach, selection, and evaluation process – 30%
  - Results and Conclusions: interpretation and implications – 15%
- 30% of the points will be awarded based on the ability for the judges to replicate the analysis using the team's code, Enterprise Miner flow and instructions

Judging will be based on the application of the data, the quality of the predictive model, the method(s) used to reach a viable solution and a solid explanation of that solution. Entries must be the original work of the entrant; must be suitable for publication; and must not infringe third-party rights.

**NOTIFICATION:** Winners will be notified on or before August 15, 2017.

**REQUIREMENTS OF WINNING TEAM:**

The three winning teams will be required to present a 15-minute summary of their work at the conference as further instructed. Winners may also be required to sign and return an affidavit of eligibility/liability/publicity release where legal within 14 days of prize notification. Non-compliance may result in disqualification and an alternate winner may be selected. Decisions of the judges are final. By participating, entrants agree to be bound by the Official Rules and the judges' decisions.

**CONDITIONS OF PARTICIPATION:** An eligible entrant must enter via the online method as described. Online entrants must be the registered subscriber of the e-mail account by which the entry is made. All entries become the property of the sponsor. By entering, entrants acknowledge compliance with these official rules including all eligibility requirements. In the event of non-compliance with these requirements, the selected entrant may be disqualified and an alternate winner selected, at Sponsor's discretion. Sponsor reserves the right to suspend, cancel, or modify this promotion if fraud or any other causes beyond its control destroys the integrity of the promotion, as determined by Sponsor's sole discretion. If the promotion is cancelled, unawarded prizes may be returned to Sponsor or may be awarded by random drawing from eligible entries, to the extent a fair random drawing can be conducted, at Sponsor's discretion.

**GENERAL:** All federal, state and local laws and regulations apply. By accepting prize, winner consents to Sponsor's use of their name and likeness without additional compensation, unless prohibited by law. By entering, you release and hold harmless Sponsor, its parent, subsidiaries, affiliates, employees and agents from any and all liability or any injuries, loss or damage arising from or in connection with participation in this promotion or acceptance/use of the prize. By entering, participants release SAS Institute Inc., its affiliates, directors, officers, employees and agents from any and all liability with respect to all aspects of the contest.

Except where prohibited, acceptance of the prize constitutes winner's consent to the use of his/her name, likeness and biographical information for advertising and promotional purposes, without limitation and without additional compensation.

Submission of any entry constitutes the entrant's irrevocable, non-exclusive license to SAS Institute Inc., and their agents to publish, use, adapt, edit and/or modify such entry in any way, in any and all media, without limitation, for use in association with SAS advertising, promotion, archiving and review, including, without limitation, screenshots and selected portions of the winner's entry, all without additional compensation.

For the name of the winners, send a self-addressed, stamped envelope by February 15, 2018 to Jenna Green, SAS Institute Inc., SAS Campus Drive, R2152, Cary, NC 27513.

**SPONSOR:** The sponsor of this promotion is SAS Institute Inc., SAS Campus Drive, Cary, NC 27513.