

Analyticon 2021 Viz Contest

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1 Overview

The Analyticon Viz Contest is an Amazon-wide data visualization competition hosted by [Analyticon](#). The contest gives Amazonians the opportunity to express creativity in the field of analytics by sharing exceptional visualizations that combine information, function, visual form, and story to help people understand data more effectively. The competition begins on Friday, August 6th, 2021 and is open to all Blue Badge Employees. Winners will be announced during the Analyticon Viz Contest presentation (9 AM PST Friday, September 24th).

- 📅 See the [competition timeline section](#) for key dates
- 📧 Join the [analyticon-viz-contest mailing list](#) and [#vizcontest2021 Slack channel](#) for periodic updates
- ? For questions contact us at analyticon-committee@amazon.com or use the [comments section](#) below

2 How it Works

The competition is split into two divisions (standard and advanced), based on the dataset complexity.

The standard dataset is ideal for beginner and intermediate contestants. The advanced dataset is for those who want an additional challenge.

In order to participate simply download the dataset, create your viz, then submit the entry.

The competition begins on Friday, August 6th. The submission deadline for entries is Monday, August 30th (midnight PST).

Contestants will fill out a contest registration form when [submitting an entry](#).

Note: Preregistration is not required. Contestants can compete as individuals or as a member of a team (limit of 4 members). Only 1 entry per contestant/team is allowed.

2.1 Step 1. Download the dataset

Select a dataset to work with based on your skill level - standard OR advanced.

Division (skill level)	Dataset name	Dataset description
Standard	Superheroes (Marvel vs. DC)	🦸 Superheroes along with their attributes and skills. Dataset consists of 522 rows (incl. headers) x 190 columns (incl. 167 superpowers). Click here to view column descriptions.
Advanced	Music (Spotify tracks and artists)	🎵 Audio features of songs. Dataset consists of 586,673 rows (incl. headers) x 146 columns. Click here to view column descriptions.

Contestants can combine the dataset (standard or advanced) with any public data. For example:

- Joining Superheroes (Marvel vs. DC) with:
 - [Marvel vs. DC - IMDB & Rotten Tomatoes](#)
 - [Marvel VS DC IMDB Dataset](#)
- Joining Music (Spotify tracks and artists) with:

- [Spotify HUGE database - daily charts over 3 years](#)
- [Spotify Multi-Genre Playlists Data](#)

Note: Joining with public data is optional.

2.2 Step 2. Create your viz

Create your visualization (i.e. dashboard, infographic, etc.) using one of the following BI tools/programming:

- QuickSight
- Tableau
- Power BI
- Python
- R
- D3
- Other tools/programming languages can be used as long as it is possible to easily send/share the visualization.

The visualization can be either interactive or static.

2.3 Step 3. Submit your viz

Submit your entry here: <https://w.amazon.com/bin/view/Analyticon/2021/VizContest/SubmitEntry/>

Note: All submissions should be available via either a public or internally accessible URL, or a self-contained package. For example:

- if using QuickSight author the dashboard using the [amazonbi account](#)
- if using Tableau publish to [Tableau Public](#)
- if using R publish to [RPubs](#)

We request that visualizations be published so that they can be viewed by others. Our hope is that Amazonians see the submissions and learn from them.

Only 1 entry per contestant/team is allowed. Additionally, while submitting your viz, you will have an opportunity to nominate it for one of two special awards. It's completely optional and applicable for both standard and advanced datasets. If you decide to nominate your viz please take into account the following requirements:

The Best ML-powered Viz award - submissions should include a description of any Machine Learning approaches used (word document is preferred). The more details you can share, the better!

The Best Infographic award - your viz needs to be fully or primarily static.

3 FAQ

3.1 Competition timeline

The competition begins on Friday, August 6th, 2021.

6 finalists (top 3 standard submissions & top 3 advanced submissions), **and winners of two special awards** (Best ML-powered Viz & Best Infographic), **will be selected and notified on Friday, September 10th.**

Finalists and special awards' winners will be invited to showcase their entries during the Analyticon Viz Contest presentation (9 AM PST Friday, September 24th). The judges will announce the winners after offering feedback.

Competition begins	Submission deadline	Finalists notified	Winners announced
Fri. August 6	Mon. August 30 (midnight PST)	Fri. September 10	Fri. September 24

3.2 Judging

A panel of judges comprised of subject matter experts will evaluate submissions based on the following criteria:

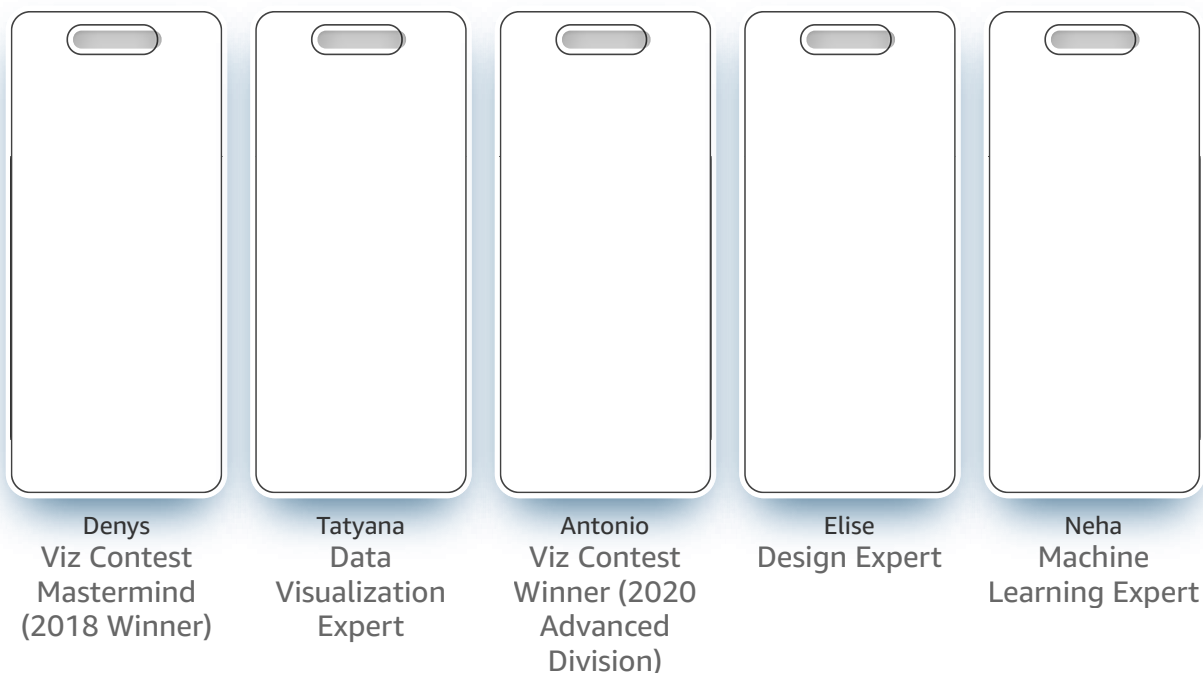
- Overall design of the viz (e.g. navigation intuitiveness, visual organization, color harmony, interactivity)

- The theme of this year's Analyticon is Diversity and Inclusion. Inclusive design principles and accessibility are important to take into consideration when designing data visualizations because they help a broader audience understand the visualization. We ask that contestants consider accessibility when creating their visualizations - when you consider accessibility, you create a better product for everyone. More info: [Amazon Accessibility Tools & Resources](#) | [Tips to make your viz more accessible](#)
- How well the viz uses data to tell a story
- Depth of analysis and quality of insights

This year there are two special awards. Additional criteria will apply to submissions in these categories.

1. Best ML-powered Viz will be selected based on the applicability/relevance and creativity of ML driven insights. Submissions should include a description of any Machine Learning approaches used (word document is preferred).
2. Best Infographic will be selected based on creativity of the storyline and quality of insight

3.3 Meet the judges



3.4 Prizes

Winner	Standard prize	Advanced prize	All winners also receive
1st place	SteelSeries Gaming Keyboard + 1st place trophy	Kindle Paperwhite + 1st place trophy	Induction into Hall of Fame (Data Storytelling at Amazon) Amazon Accolade PhoneTool award
2nd place	Marvel Champions or Talisman Batman (Board Game)	Fire TV Cube	
3rd place	Rocketbook Smart Notebook	Choice of Video Game (PlayStation, XBOX, Nintendo)	
Best ML-	Apple AirTag 4 pack		

powered Viz		
Best Infographic	Ember Temperature Control Smart Mug	

Note: All prizes are subject to [Amazon's Employee Gifts and Rewards policy](#). Winners have the option of requesting a gift card instead of the prizes listed above (\$200 for 1st place, \$100 for 2nd place, \$50 for 3rd place, and \$100 for each of the two special awards). Prizes are dependent on stock/availability.

3.5 Other info

- You must use the provided dataset as the primary basis for your analysis for the competition. You may combine other data sources you find on the internet in your analysis.
- The competition is open to all Blue Badge Employees.
- If a team wins, only 1 prize is awarded. You will have to decide between yourselves how to divide the prize.
- This competition showcases creativity and passion - HAVE FUN!
- Link to the [Analyticon 2021 Viz Contest mailing list](#) (stay informed with periodic updates related to the 2021 Analyticon Viz Contest)
- Link to the [Analyticon 2021 wiki](#) (stay informed with periodic updates related to the 2021 Analyticon conference)

3.6 Contact us

- For questions contact us at analyticon-committee@amazon.com or use the [comments section](#) below

4 2020 Contest

83 entries received

Type of entry	Data set Selected	Language/ Tool used	Countries Represented
Individual 59	Standard 46	Tableau 44	US 48
Team 24	Advanced 37	QuickSight 23	IN 18
		Power BI 9	LU 4
		R 3	JP 3
		D3 2	DE 2
		Python 2	FR 2
			UK 2
			CA 1
			CN 1
			SG 1
			SK 1

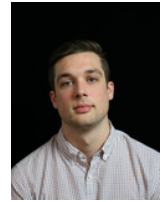
Last year we received over 80 original submissions from contestants based in 11 different countries ([view event page](#)). Winners were announced during the Analyticon Viz Contest presentation on Friday, August 28th 2020!

 [Watch recording of event on broadcast.amazon.com](#)

4.1 Winners

ADVANCED DIVISION | 

STANDARD DIVISION | 

[Vasudevan, Varun](#)**1st place**[View entry](#)[Marchese, Antonio](#)**2nd place**[View entry](#)[Wilber, Jared](#)**3rd place**[View entry](#)[Jiani MA \(馬佳妮\)](#)**1st place**[View entry](#)[Shantam Mogali](#)**2nd place**[View entry](#)[Bryan Stone](#)**3rd place**[View entry](#)

4.2 Honorable mentions

- [Almagro, Marc](#) & [Chong, Brian](#) | [View entry](#)
- [Cheng, Qianli](#) & [Guo, Yunyi](#) | [View entry](#)
- [Haeneel, Ygal](#): [View entry](#)
- [Saha, Subha](#) & [Sarkar, Aniruddha](#) | [View entry](#)
- [Shankar, Ravi](#) | [View entry](#)
- [Singh, Vaibhav](#) | [View entry](#)
- [Thirthahalli Sundaresh, Anoop](#) | [View entry](#)
- [Vijayan, Sreenidhi](#) | [View entry](#)

Tags: