

The Muck Business Analytics Competition

Project Overview & Guidelines

Welcome to the 2026 Muck Business Analytics Competition. This challenge tasks student teams with leveraging data acquisition, algorithmic design, and presentation skills to identify and present a "Top Honorees" list based on rigorous impact scoring models.

1. Important Dates & Deadlines

Strict adherence to the schedule is required for participation.

Date	Milestone
Jan 12	Official Launch: Registration opens.
Jan 16	Registration Deadline: All teams must register by 5:00 PM via Qualtrics.
Jan 20	Team Approval: Selected teams will be notified of their entry.
Jan - Feb	Workshops: Dates TBD; Advisors available for technical guidance.
March (Before Spring Break)	First Round Presentations: Elimination round with OU faculty/internal judges.
Post-Spring Break	Final Presentations: Top 3-5 teams present to Muck EAB and Jessie.

2. Judging & Evaluation Criteria

Teams will be evaluated on a comprehensive rubric focused on both technical depth and professional delivery.

- **Methodology and Transparency:** Clarity of the process used to reach conclusions.
- **Impact Scoring Model:** The logic and effectiveness of your scoring system.
- **Algorithmic Design:** The technical sophistication and efficiency of your logic.
- **Data Acquisition & Scope:** The quality and breadth of the data sourced.

- **Quality of Honorees:** How well the final list reflects the "top" standards of the industry.
- **UI & Presentation:** The visual quality of the interface and the professionalism of the pitch.

3. Competition Rules & Requirements

- **Team Composition:**
 - The recommended team sizes are 3-5 people.
 - Must have at least one MIS major.
 - Can have one non-COB major.
- **Professionalism:** First-round presentations and final presentations require Business Formal attire.
- **The Finalists:** Only the top-scoring groups from the first round will advance to present in front of the Muck Family and the Executive Advisory Board (EAB).

4. Prizes & Recognition

- **Prizes:**
 - A monetary prize ranging from \$500 to \$5000 (for the group).
- **Networking:** Finalists will present directly to the Muck Executive Advisory Board and AIS leadership.
- **Winning Team:** Will receive a formal check and the opportunity to present their findings at a high-level EAB event.

5. Registration & Support

To register your team, please scan the QR code provided on the competition flyers or follow the link below to the Qualtrics survey:

[Muck Competition Sign Up](#)



Note: Ensure your team's details are final. If edits are needed for post-submission, please contact Tasha Penwell at penwellt@ohio.edu or text at 740-645-0509.

If we do not meet quorum to hold this competition, it will be rescheduled for a later date.

Advisory Team:

- **Competition Lead:** Tasha Penwell
- **Project Advisors:** Mark Rowe, Gaurav Bansal

6. General Terms

- **Minimum Participation:** *A minimum of 5 registered teams* is required to move forward with the Spring 2006 cycle. If the participation threshold is not met, the competition will be postponed to a later date, and all registered teams will be notified via email.
- **Right to Modify:** The organizing committee reserves the right to adjust timelines or judging panels based on availability and participation volume.