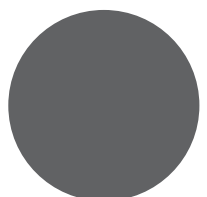


# Participant Guide

# ...DATA CHALLENGE

2025



# Sommaire

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**Introduction**

**I - Sponsors**

**II - Schedule**

**III - Workshops**

**IV - The jury**

**V - Contact**



# Introduction



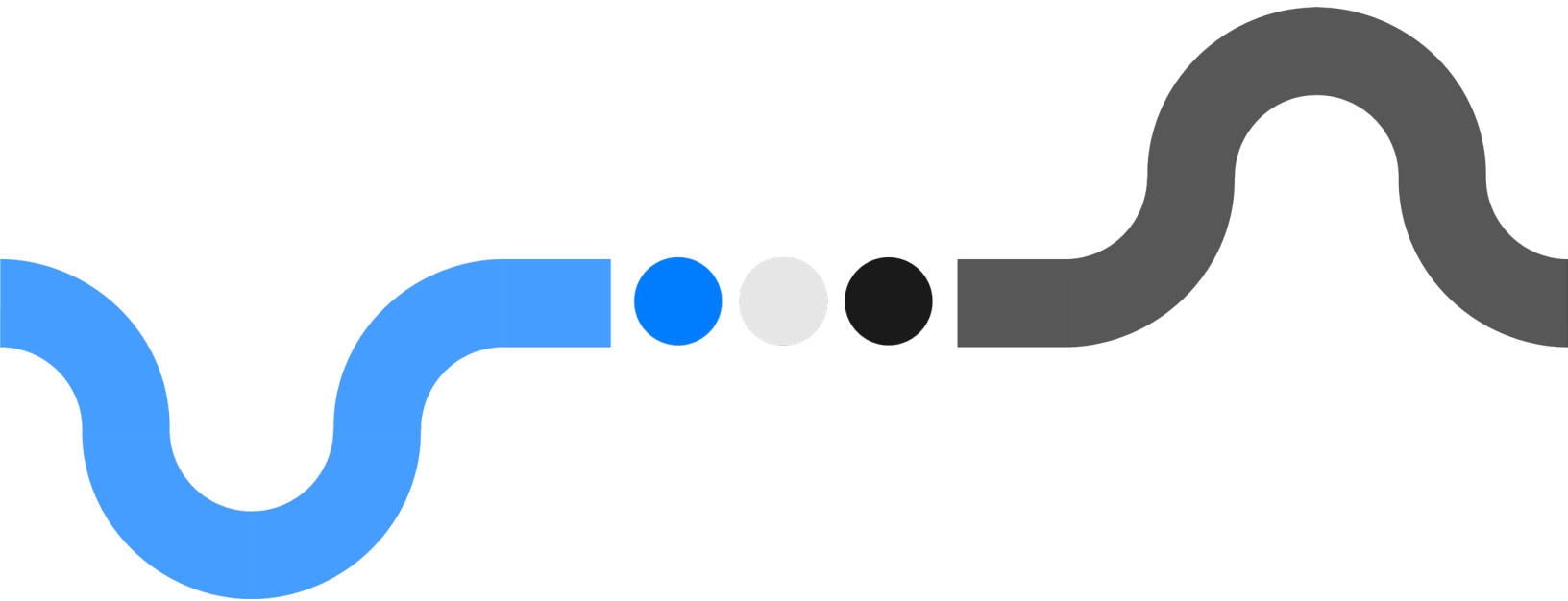
## Welcome to this year's Data Challenge!

We are delighted to welcome you to the competition. This is a unique opportunity for students passionate about data science to put themselves to the test. We are convinced that you are here to take on an exciting challenge, refine your skills in solving complex problems, and learn as a team with talented students.

We are proud to offer you the chance to interact with experts in the field, apply the skills you have acquired in your training, and explore innovative data processing techniques.

We look forward to seeing what you will accomplish in the coming days and hope that you enjoy this unique and enriching experience.

Good luck!



# Sponsors

We would like to thank our sponsors for their donations and support, without whom the committee would not be able to offer events such as HEC Forecast or the HEC Data Challenge.

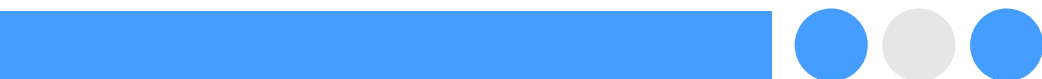


# II - Schedule



Date	Time	Event	Location
03/24/2025	6:30-7:15pm	Welcome call and official release of the cases	Teams
03/25/2025	5:30-6:30pm	Training session on best practices in data visualization and storytelling with KPMG	KPMG offices 8th floor (600, boul. de Maisonneuve Ouest, Office 1500, Montréal, Québec)
03/26/2025	6:45-7:45pm	GenAInsight workshop with Databricks	HEC Montréal, Côte-Sainte-Catherine Building, room Metro Inc. (3000, chemin de la Côte-Sainte-Catherine, Montréal, Québec)
03/29/2025	11:59pm	Project submission deadline (code/visualizations and presentation slides)	Virtual - Send your code/ visualization files and presentation slides to the committee's email address  (csd@aecshec.org)
03/30/2025	10:30am-6pm*	<p>Presentations (10am-4pm)</p> <p>Prize ceremony (4pm-5pm)</p> <p>Networking cocktail (5pm-6pm)</p> <p>*You may leave after you present and come back for the prizes and cocktail</p>	<p><b>HEC Montréal, Édifice Hélène Desmarais</b></p> <p>(501, Gauchetière Ouest street, Montréal, Québec)</p> <ul style="list-style-type: none"> <li>• <b>Participants' waiting room</b> Room A.414 Adelaide (4th floor)</li> <li>• <b>KPMG presentations</b> Room A.449 Melbourne (4th floor)</li> <li>• <b>Solution BI presentations</b> Room A.451 Deloitte (4th floor)</li> <li>• <b>Prize ceremony and network cocktail</b> Claude Séguin Conference Centre, room A.373 (3rd floor)</li> </ul>

# II - Schedule



**Whether you are competing on the Solution BI or KPMG case, the time at which you will present depends on your team number.**

**Each presentation will take place as follows:**  
15 minutes of presentation + 5 minutes of questions

**The times are detailed below.**

Team	Time
9	10:30-10:55
3	10:55-11:20
1	11:20-11:45
11	11:55-12:20
7	12:20-12:45
2	13:15-13:40
8	13:40-14:05
10	14:05-14:30
5	14:40-15:05
6	15:05-15:30
4	15:30-15:55

**\*Please arrive 20 minutes before your presentation.\***

# III - KPMG Workshop



As part of the competition, KPMG has prepared a training session on best practices in data visualization and data storytelling. This course will give you the tools to create impactful visualizations that reveal the insights hidden in your data and inspire action.

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## About KPMG

KPMG is an international network of audit and consulting firms that provides services in auditing, taxation, and strategic consulting. The firm helps businesses manage risks, make strategic decisions, and optimize their tax strategies. It is one of the four largest audit and consulting firms globally, alongside Deloitte, PwC, and EY.

## Objectives of the workshop

In a world where data is ubiquitous, the ability to present it in a clear, punchy and compelling way has become an essential skill. In this session, we'll explore the most effective techniques for transforming your raw data into captivating visual narratives. You'll learn how to choose the right types of graphics, use colors and layouts effectively, and build narratives that engage your audience.

## Date and place

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**March 25 2025**

**5:30-6:30pm**

**KPMG offices in downtown Montreal (8th floor)**

# III - GEN AI Workshop



The GenAI Insight HEC training is a must-attend opportunity for you to immerse yourself in the ever-evolving world of Artificial Intelligence Generation. Organized in partnership with Databricks, this training will provide you with the essential knowledge to understand, explore, and utilize this cutting-edge technology.

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## About Databricks

Databricks is a global leader in AI and data analytics. Their expertise is recognized internationally, making them pioneers in the development and application of AI across various sectors. You can therefore expect high-level training led by seasoned experts.

## Objectives of the workshop

The primary objective of this training is to prepare you for a world where AI plays an increasingly important role, regardless of your field of study or future career. By participating in this session, you will develop an in-depth understanding of AI and GenAI, enabling you to better comprehend and leverage this cutting-edge technology.

## Date and place

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**March 26 2025**

**18:45-19:45**

**Room Métro Inc. Édifice Côte Sainte Catherine, HEC**

Free drinks will be offered.



# IV - The jury



Cas 



**Marc El Khoury**

Consultant - Management  
consulting



**Victor Proteau**

Consultant - Risk consulting



**Bilal Merzak**

Senior consultant - Risk  
consulting



# IV - The jury



**Cyprien Cambus**

Directeur IA



**Romain Lopez**

Directeur Exécutif Partenariats  
Stratégiques



**Jean-Luc Sanscartier**

VP Ventes et Marketing



**Laurent Barcelo**

Partner & CTO



**Marie-Aude Thérien**

Directrice, Analytique -  
Technologies numériques



# V - Contact



**At any time, you can contact the committee for any questions regarding the case or logistics.**

## Contacts

Name	Role	E-mail
Joel Chrispin	VP Competition	joel.chrispin@hec.ca
Souhaib Merabet	Co-Président CSD	souhaib.merabet@hec.ca
Hailey Hilaire	Co-Président CSD	hailey.hilaire@hec.ca
Lorie-Anne Vincent	VP Executive	lorie-anne.vincent@hec.ca

**Please note that on the day of the presentations, that is, March 30, professional attire is required.**

**We ask that you be on time and send your PowerPoint and code to the following email no later than March 29 at 23:59: [csd@aecshec.org](mailto:csd@aecshec.org), with the subject line:**

**Data Challenge 2025 – Case X – Team Y – Names**

On behalf of the entire CSD team and our partners, we wish you the best of luck and thank you for your participation.