facebook careers

2019 Data CHALLENGE

April 12th & 13th 2019; NYC

Our mission:

Give people the power to build community and bring the world closer together

BUILD SOCIAL VALUE

MOVE FAST

BE BOLD

BE OPEN

FOCUS ON IMPACT

Challange Day 1

- **1:30pm-2:30** Welcome Students
- **2:30pm – 3:45pm -** Puzzle Hunt
- **4:00pm – 5:15pm -** Career Panel & Recruiter Advice
- **5:15pm – 5:35pm** - Question Reveal
- **5:35pm – 7:30pm** – Dinner at the Smith with Team
  - *Build out big picture structure

Challange Day 2

- **8:30am** - Breakfast
- **8:45am – 1:00pm** - Work session
- **1:00pm – 4:00pm -** Team Presentations
  - Break at 4:00pm for judging
- **4:30pm – 5:00pm -** Winner Announcement
- **5:00pm** - Director Closing
- **5:15pm – 6:00pm** - Social Hour

TEAM & MENTOR

What does a Mentor do? They are here to guide, and answer questions! Warning -they might ask more questions then they answer, to get you thinking!

Meet your teammates: share a fun fact, past projects and your strengths. Chat over dinner about how the work can be divided up amongst you all for a successful presentation.

THE CHALLENGE

THE QUESTIONS

Question 1: I am thinking about opening a business in San Francisco. The problem is, I'm not very familiar with San Francisco so I need help. I want someone to:

1. Help me understand the business landscape in San Francisco.
2. Help me figure out what type of business I should open and where.
3. Help me figure out what business licenses I may need to get.

THE QUESTIONS

Question 2: How can this dataset be used to improve one of Facebook's products (Facebook, Messenger, Instagram, or WhatsApp)?

- **Facebook Newroom**
- **Data for Good**

THE DATA

- **Dataset (sf_business.csv, pw: fbdatanyc19)**

  This dataset contains locations of businesses that pay taxes to the City and County of San Francisco. A business may have multiple locations and each location is a single row. The dataset has 224,507 rows and 19 columns.

- **Teams are welcome to incorporate other data sources. Here are some good resources:**
  - DataSF
  - SF Neighborhood Indicators

THE PRESENTATION

THE GUIDELINES

- Presentations
  - 6 minutes to present
  - +4 minutes for judge's questions
  - 5-7 slides recommended; use provided template
  - Participation from all is required

FOCUS ON

- Recommendations
- Insights/learnings
- Creativity

NOT ON

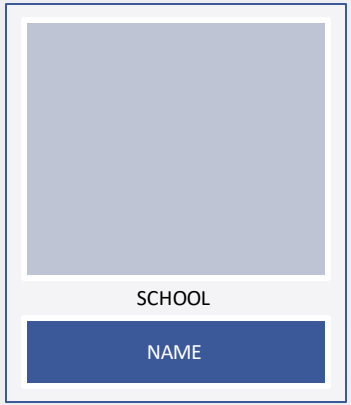
- Data manipulation
- Process
- Reiterating facts

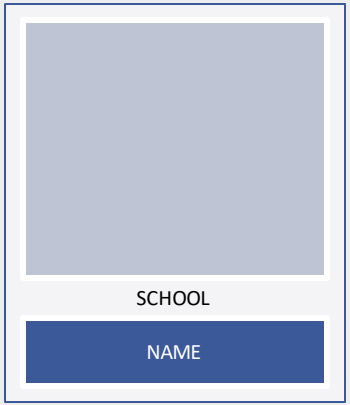
WHAT DO YOU WIN?

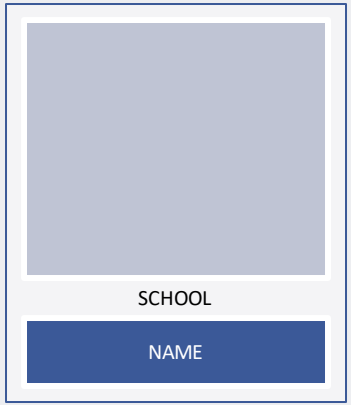
PORTAL
FROM FACEBOOK

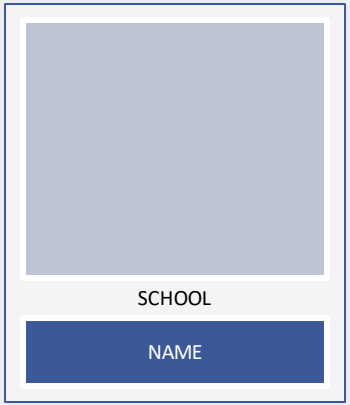
THE TEMPLATE

TEAM NAME









MENTOR:

TITLE – QUESTION 1.1

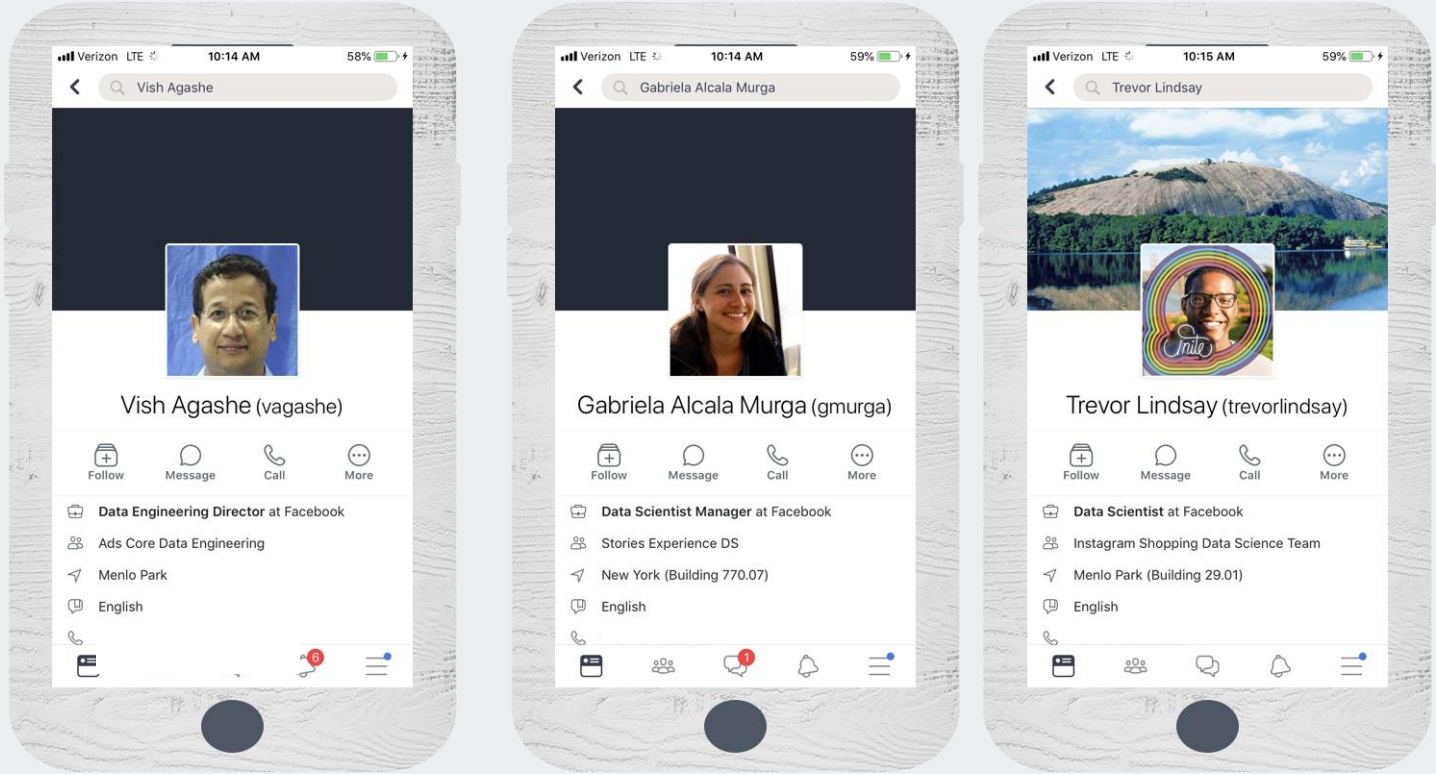
TITLE – QUESTION 1.2

TITLE – QUESTION 1.3

TITLE – QUESTION 2

THE JUDGING

THE AUDIENCE



WHAT WE WANT

PRESENTATION

- Can someone with limited data science experience follow your presentation?
- Are figures, tables, and charts presentable and easy to understand?
- Did you answer the question? Are your takeaways clear?

CREATIVITY

- Are you able to get meaningful insight from the data?
- Does your presentation tell a non-obvious story?
- Did you produce an interesting way to integrate this into a Facebook product?

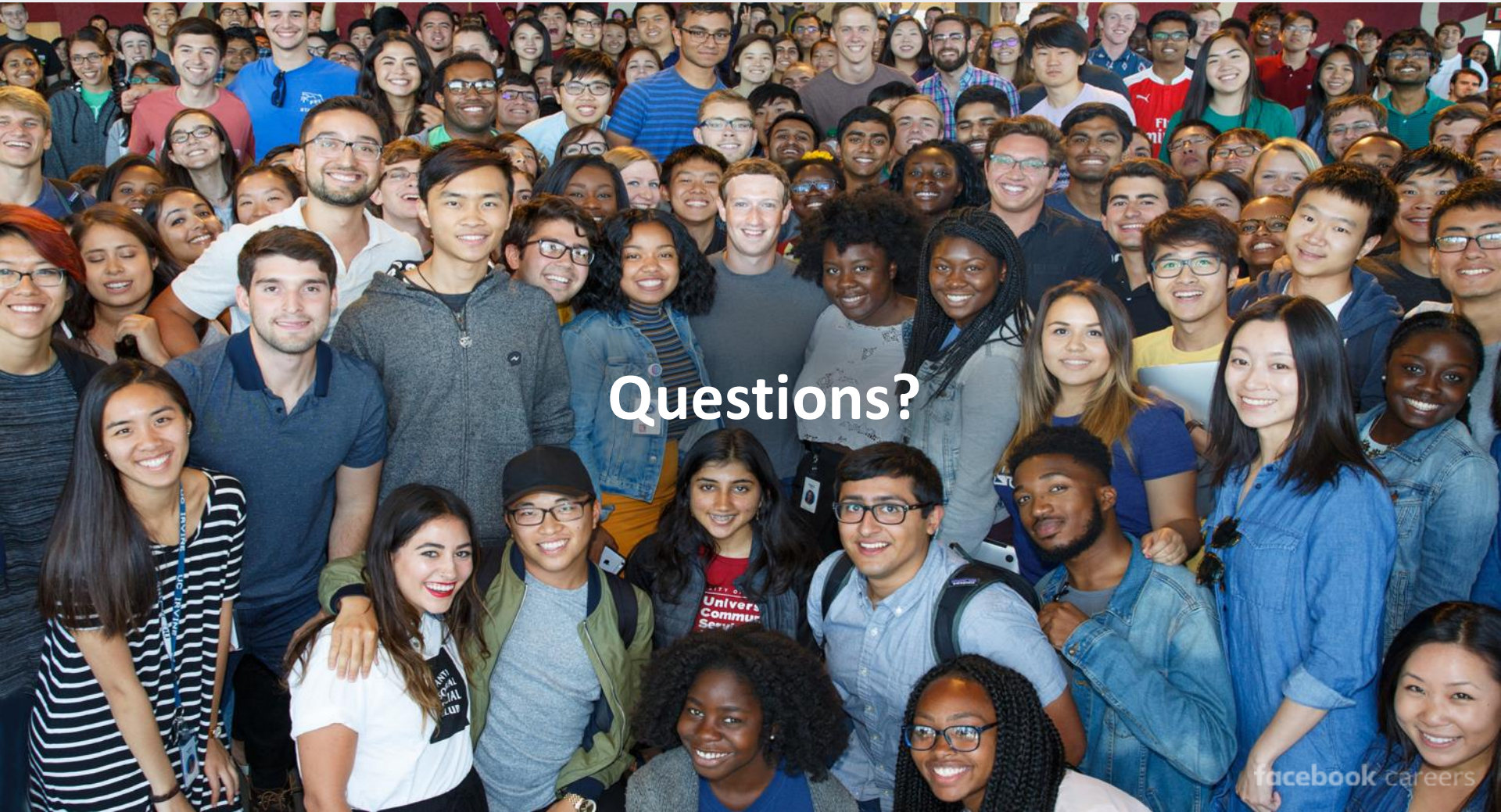
STRATEGIC THINKING

- Are your answers practical?
- Are your takeaways actionable?

TIPS & REMINDERS

- Start early on creating your PowerPoint
- Keep your slides clean and concise
- Majority of your time and slides should focus on the *Analysis Question*
  - 1-2 slides maximum on *Product Question*

Final presentations must be uploaded to Dropbox LINK


Questions?
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