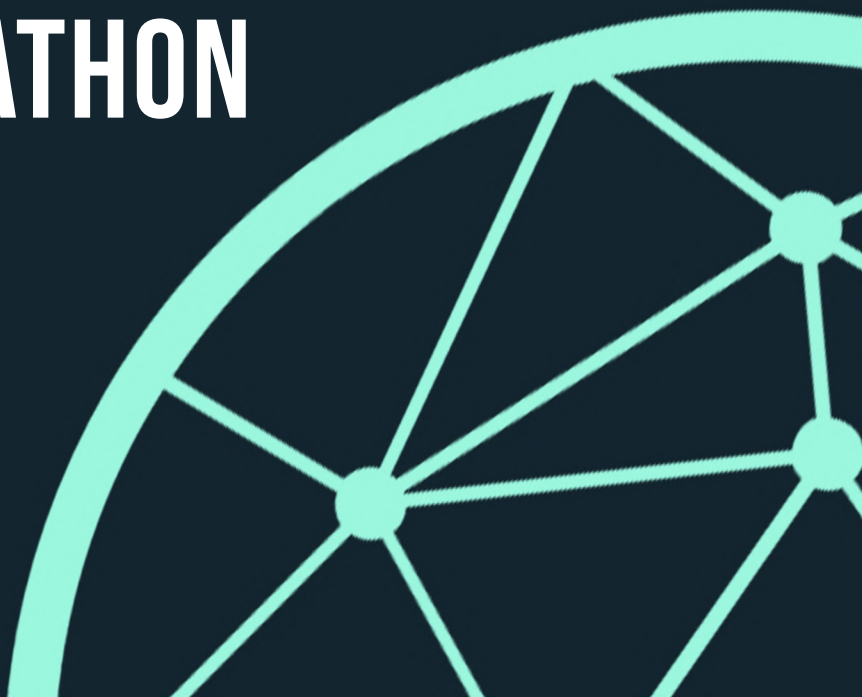# UCL DSS HACKATHON

2019/2020 ACADEMIC YEAR

UCL DATA SCIENCE SOCIETY

INTRODUCTION

WHO WE ARE

The UCL Data Science Society, a key member of the UCL Guild, is a community of over 1,000 undergraduate and graduate students. We form the avenue through which individuals from diverse academic backgrounds can share their passion for the field of data science.

WHAT WE DO

At the UCL Data Science Society, we strive to be the industry-agnostic link between data science talent at UCL and industry by providing awareness, knowledge, and opportunities to our members. To accomplish this, we partner with organizations across industries to arrange hackathons, workshops, conferences, and speaker events designed to challenge and augment our members skills.

UCL DSS HACKATHON

This year, we want to bring to our members the unique opportunity to expose them to the synergetic cooperation that data scientists and businesspeople exercise in the industry. To do so, we aim to bring together students from STEM backgrounds with skills in data science and non-STEM members that possess business acumen. Combining their complementary skills in teams, these groups will then undertake the task of receiving an organization's business objectives, analyzing data provided using data science practices to glean insights about the organization's business processes, and leverage their business aptitudes to translate these analytical findings into actionable recommendations. Finally, each team would be required to create a presentation detailing the results of their analytical journey, with the top performers presenting to a panel of judges to select a winner. .

THE CHALLENGE

The DSS Hackathon will be centered around an analytics-oriented challenge

GOAL

1

Use data science methods (data manipulation, visualization, and statistical modeling) to analyze a company's data

2

Draw conclusions from it

3

Make practical recommendations based on the findings

4

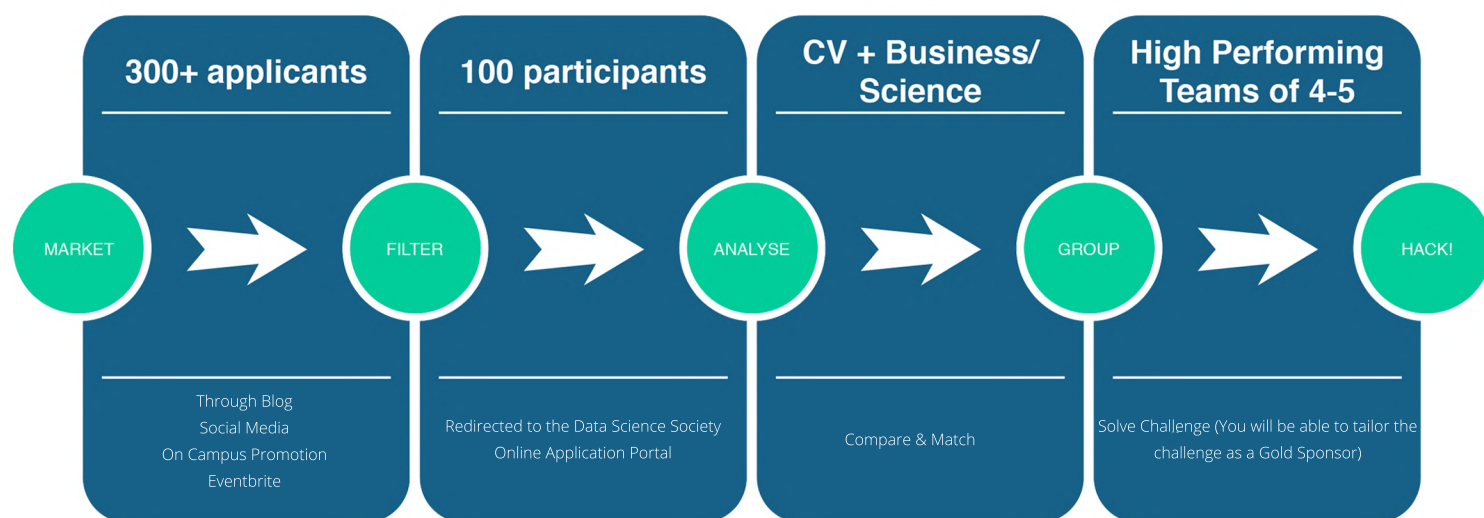*Present these recommendations in a formal business presentation*

RECRUITMENT OF TOP UCL TALENT

We know the value you place on fomenting the diversity and quality of applicants for positions in your organization. Therefore, we have devised a vetting process that satisfies your specific needs to help you get the best of the best people.

MECHANICS

300+ applicants	100 participants	CV + Business/Science	High Performing Teams of 4-5
MARKET	FILTER	ANALYSE	GROUP HACK!
Through Blog Social Media On Campus Promotion Eventbrite	Redirected to the Data Science Society Online Application Portal	Compare & Match	Solve Challenge (You will be able to tailor the challenge as a Gold Sponsor)

BENEFITS

1

A suite of well-rounded, highly-qualified teams that will dramatically raise the bar on their solutions to the hackathon you help create.

2

Access to the 100 best skilled students in business and data science at UCL. They will be available for your recruitment teams to converse with them directly and communicate to them the internship or placement opportunities available at your organization.

SPONSORSHIP TIERS

Benefits	Gold £899	Silver £749	Bronze £399
Your logo and Main Sponsor position will appear in 10+ posts across all 6 Guild Social Media pages (Facebook, Instagram, LinkedIn) in a social media campaign beginning 6 weeks prior to the event	✓	✓	✓
Invitation to bring recruitment representatives to attend the event and take part in the post-event Networking Cocktail.	✓	✓	✓
New glimpse into the ability of potential hires to apply their talents to the needs of your organization.	✓	✓	✓
Invitation to bring engineers or data science representatives to interact with the participants (help students, judge their work, provide feedback)	✓	✓	
Opportunity to conduct a workshop during the Hackathon	✓	✓	
Main Sponsor branding across all marketing content for the event.	✓		
Opportunity to conduct a tailored, follow-up speaker event at UCL	✓		
Opportunity to tailor the main challenge of the DSS Hackathon	✓		
Exclusive access to a comprehensive portfolio containing the CVs of all attendees	✓		

LOGISTICS

Venues:
UCL Main Quad, Jeremy Bentham Room, (Other rooms TBC)
Date: 16th of November 2019
Food: Catering provided by Sodexo.

UCL Main Quad

Jeremy Bentham Room

ROUGH SCHEDULE OF THE DAY

MORNING

Introduction to the challenge and presentation of the committee and the sponsors.

Allocation of the teams.

A technical workshop in the middle of the

MIDDAY

Lunch break

AFTERNOON

Teams continue to work on the challenge.

A business-oriented workshop in the middle of the afternoon.

EVENING

Teams finish up their solutions.

Teams present to the jury.

Winners announced and closure.