# Hex-a-thon

## Avoiding small talk and unsolicited advice this holiday season? Build with Hex instead. Join our virtual hackathon to analyze, build, and explore data with AI — all in one place.

Edit project

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Who can participate

- Above legal age of majority in country of residence
- Professionals/Post grads only
- All countries/territories, excluding standard exceptions

View full rules

View schedule

Deadline

Jan 22, 2026 @ 8:00am GMT+1

Online Public

$10,000 in cash 120 participants

Hex

Databases Machine Learning/AI Open Ended

## About the challenge

Use Hex and publicly available datasets to build insights, dashboards, or applications that solve real-world problems or uncover new opportunities.

Bring your own dataset, explore a topic you care about, or experiment with something completely new. Whether you're solving a real-world problem, testing a wild idea, or just having fun with data, this is your chance to build something that makes an impact — with Hex as your canvas.

### What is Hex?

Step into the future of analytics with Hex, the only unified platform for data impact.

Hex combines the best of analytics, data science, and AI — all in one collaborative workspace.

In Hex, you can:

- Analyze & Explore: Work end-to-end in a powerful, flexible notebook for analysts, engineers, and data scientists.
- Build & Share: Turn analyses into beautiful, interactive data apps for teammates or the world.
- Discover with AI: Use AI-powered data exploration to enable true self-serve analytics and make insights accessible to everyone.

Hex is redefining what analytics tools look like in the AI era — empowering you to go beyond dashboards and build intelligent, conversational, and connected data experiences.

## Requirements

### What to build

Your challenge: use Hex's notebook, semantic modeling, and AI capabilities to create something original, insightful, and shareable.

The best projects will feel like something only possible in Hex — blending analytics, storytelling, and AI into an experience that's both technically impressive and fun to use.

We've come up with a few project ideas that may garner your interest, but we encourage you to explore any data that ignites a passion within you.

Option 1 → Prediction Markets Are Taking Over!

Prediction markets have become a rather important, albeit surprising, source of data. Markets are created by placing a bet on a presidential election, if Taylor Swift will get pregnant, which AI model will be the best by the end of the year, and so on. These live odds provide insights into popular opinion and are starting to become trusted sources of information. Learn how to access these datasets here.

Using the dataset provided, or better yet the Kalshi API, to uncover insights and analysis on how betting markets are shaping influence and which ones are most impactful.

Option 2 →Exploring the Evolution of Slang

Ever feel like you are getting old when a teenager says something you have never heard of? Explore how slang has shaped the way we speak, its changes over time, and finally understand what the cool kids are saying these days…

💡Extract data from tweets, trending Youtube video transcripts, Instagram captions, TikTok videos, etc to discover any trends. Uncover any demographic or age importance, the relevance of the most commonly used slang and how long until they are cool to say anymore! Learn how to access these datasets here.

Option 3 → FIFA World Cup 2026 Predictions

2026 marks the first year of the expansion of the FIFA World Cup format from 32 teams to a 48-team format. Use historical trends, current rankings, player form, and any other features that might affect the outcome of a game to predict the winner! Learn how to access these datasets here.

Option 4 → Wildcard: Build Whatever Haunts You

Got a burning question about sports, housing markets, dating apps, or literally anything else? Find a dataset that fascinates you and build something that scratches that analytical itch.

The best projects often come from obsessions we didn't know we had. Surprise us.

Your data. Your question. Your rules.

## What to Submit

To complete your submission, include:

1. Project Overview: A short written summary describing the problem you are solving for, your approach, methodology, and your findings.
2. Public Hex Project: Publish your Hex project error free and share the title in the submission form.
3. Demo Video (≤ 3 minutes): A screen recording overview of your Hex project and a Hex Thread if built. Be sure to touch on your overall findings and the most important aspects of your work. This could include but is not limited to the biggest challenges you solved for, explanation of your methodology, or anything else worth noting.
4. Share your project online! We love to engage with the data community.

## How to get started

Join the Hex Hackathon

Join the Discord for support on any issues you may run into, ask questions, or join in on discussions with fellow hackathoners.

# Prizes

**$10,000** in prizes

First Place

**$3,500 in cash**

1 winner

Second Place

**$3,000 in cash**

1 winner

Third Place

**$2,000 in cash**

1 winner

Fourth Place

**$1,500 in cash**

1 winner

# Devpost Achievements

Submitting to this hackathon could earn you:

First online hackathon

X Hackathons

level 1

Hackathon Winner

level 1

Generalist

# Judges

Armin Efendic

*Partner Engineer at Hex*

Rachel Herrera

*Product Evangelist at Hex*

# Judging Criteria

Creativity

We want to see your imagination at work! This category rewards creativity in your approach, project interactivity, and clever problem-solving. Challenge yourself to experiment and build something you couldn’t have made with a traditional analytics stack.

Use of resources

Be resourceful and aim to get the most out of the tools at your disposal. Leverage Hex’s platform (AI features, semantic modeling, data apps, notebooks, and Threads, our AI chatbot) in addition to external tools (calls to LLMs, ETL tools, dbt, etc).

Data Storytelling

Your analysis should succinctly express the problem and your solution. Data storytelling is about creating something convincing, where sound methodology translates into a story people actually care about. Lastly, ensure your final project is error free!