NTU Datathon

https://www.microstrategy.com/en/business-intelligence

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Overview

Resources & Datasets

Evaluation Criteria

Dossiers are evaluated on a scale of 1-10 in each category (in total, 4 categories), with 10 as the highest.
Examples of evaluation considerations in each category are included below:

Category	Description
Analysis goals	User can list out the business questions that you are trying to answer with the Visualizations and insights you create in the Dossier
	Data and visualizations are used appropriately
Dossier features	Variety of visualizations used
	Total count of different features used
	Advanced filtering and page-to-page targeting
	Thresholds and linking features
	Formatting and design of titles and containers
	Other dossier knowledge showcased
Creativity and innovation	Generates creative insights based on data or additional data (feel free to add additional data)
	Creatively displays chapters, pages, and/or navigation to tell a story with data
	Incorporates visuals, color schemes, or additional text (the design of the dashboard)
	Integrates images, videos, or web links
	Any other capabilities showcase, such as integration with AI/ML etc. Not limited to which technology used.
Business Value	Record a 10-minute video about the business proposal, how it will impact the business users etc..

View some suggested sample visualizations and features below
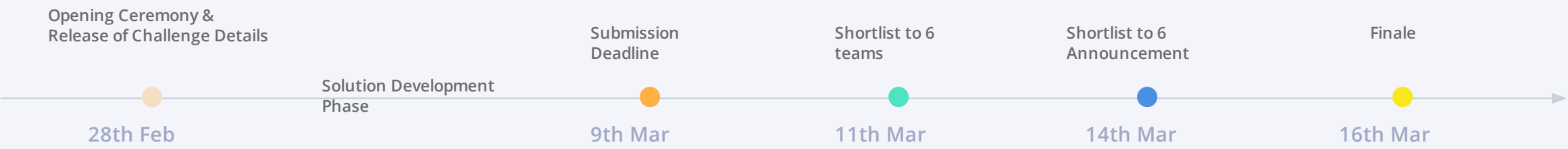
Program Details

Date	Programme
28-Feb-22	Opening Ceremony & Release of Challenge Details and Judging Criteria with Q&A session
28 February to 9 March	Solution development phase + Check-in from teams via Telegram Chat on their questions/enquiries
9 March 2022 (before 12 PM)	Deadline to submit their findings + 10 mins presentation video + Link to Dossier
9 to 11 March 2022	Shortlisting by MicroStrategy to 6 teams
14-Mar-22	Announcement to shortlisting teams
16-Mar-22	Finale: 15 mins session for the winners to present from the shortlisted teams (It will be a 2 hours session)

Suggested Visualizations and features

Include as many of the following features, in a way that demonstrates appropriate use:

☞ Compound grid
☞ Sankey diagram
☞ Waterfall Chart
☞ Multi-metric KPI or Comparison KPI
☞ Panel stack
☞ Rich text box
☞ Linking between pages inside Dossier
☞ Geometric shapes
☞ Metrics/Attributes selectors
☞ Different types of filters
☞ Thresholds

Timeline

Opening Ceremony & Release of Challenge Details	Solution Development Phase	Submission Deadline	Shortlist to 6 teams	Shortlist to 6 Announcement	Finale
28th Feb		9th Mar	11th Mar	14th Mar	16th Mar

Welcome!

Here are the resources you can use to build up your Dossiers!

| Community | Education | Video Tutorial | Demos |

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Datasets

1, Credit Card Fraud Detection
Download Dataset

In this case study, you will develop a basic understanding of risk analytics in banking and financial services and understand how data is used to minimise the risk of losing money while lending to customers.
It contains 2 datasets, largest one has more than 1 million rows of data.

2, Cryptocurrency Brokerage
Download Dataset

You are a Dossier designer for DigiBank, a brokerage firm that specializes in helping clients invest in cryptocurrency, particularly in Bitcoin.

3, Data Science Job & Salaries
Download Dataset

This dataset contains California (US) job postings for data science-related jobs.
It contains 3 datasets that you can use.

4, Google Play Store Apps
Download Dataset

The Play Store apps data has enormous potential to drive app-making businesses to success. Actionable insights can be drawn for developers to work on and capture the Android market!
It contains 3 datasets that you can use. Largest one has 64k rows of data.

5, Retail Data Analytics
Download Dataset

You are provided with historical sales data for 45 stores located in different regions - each store contains a number of departments for retail analysis.
It contains 3 datasets that you can use. Largest one has 64k rows of data.

6, Telco Customer Churn
Download Dataset

This case study provides customer information for Telco industry, each row represents a customer, each column contains customer's attributes.
You can use it to preditc churn possiblity, or to analyze customers' behaviours.

Submission Deadline:
9th March 2022 (Before 12pm), after this you will not have access to the environment anymore.

What to submit:
  1, Record a 10-min presentation introducing your application and business value. You can upload your video to Google Drive with the link provided on the right side.
Or you can upload the video to your own cloud eg. your Google Drive and send us the link.
Email address you can send to: aluo@microstrategy.com

  2, Your Dashboard, you can leave it in your "My Reports" folder. We will check your dashboard in your folder.

Click me to upload your video!

Other Q&A