

#MonsterLegendsDatathon

15th – 16th October '16



**KEEP
CALM
AND
HACK
DATA**

A photograph of a beach at sunset or sunrise. The ocean waves are breaking onto the shore, creating white foam. The sand is wet and reflects the golden light of the low sun. The word "WELCOME" is written in the sand using pieces of dried seaweed or driftwood. The letters are arranged in a slightly irregular, hand-drawn style.

WELCOME

INTRODUCTIONS



**Sharon
Biggar**



**Mauricio
Rodríguez**



**Social Point
team**

40 participants. 10 teams. +€1.5k euros in prizes. 24 hours. Food, t-shirts, great views and awesome people. R, Python, ML, ...

Are you ready?



**KEEP
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AND
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DATA**

SCHEDULE

Saturday 15th October

- 9:00** Opening & check in.
- 9:30** Presentation. Team Formation
- 10:00** Competition start.
Data sets are released and
submission platform begins
accepting submissions.
- 14:00** Lunch @ L'Actiu
- 20:00** Social Point offices close

Sunday 16th October

- 9:00** Social Point offices reopen
- 10:00** Accuracy competition closes.
Preparation presentations for
the business track.
- 11:00** Presentations
- 13:00** Jury deliver
- 13:30** Prizes
- 14:30** Closing

COMPETITION

Two tracks:

1. ACCURACY TRACK:

- Best predictive model (as measured by Precision)

2. BUSINESS INSIGHTS TRACK

- Most insightful and actionable communication of the results (as judged by the jury)

COMPETITION

ACCURACY TRACK:

- We will give you shortly:
 - a training and test data set
 - a description of the variables
 - a baseline model + R code

YOUR CHALLENGE

Predict the monster that each user will
most like AND doesn't already have
(1 monster per user)

COMPETITION

BUSINESS INSIGHTS TRACK:

- At 11am tomorrow you will be asked to submit a presentation
- Between 11-1 we will hear from each team
- Each team has 8 minutes to present + 1 or 2 questions from the jury
- The jury want to see simple, understandable presentations that contain actions that the game can take

BUSINESS INSIGHTS TRACK:

- We encourage you to consider questions such as:
 - What do your results tell you about the players and the way they play the game?
 - What changes should Social Point make in the game on the basis of your analysis?
 - How can Social Point use this recommender system and/or your results to increase revenue?

COMPETITION

THE JURY:



Horacio Martos
CEO
SocialPoint



Sharon Biggar
Head of Analytics
Social Point



Christian Fons
Professor
Pompeu Fabra



Manuel Bruscas
Director of Analytics
eDreams ODIGEO

GREAT PRIZES

Accuracy track:

1st prize 750€

2nd prize 500€

Business insights track:

Unique prize 500€

rtve

THE GAME

- The game is free-to-play
- The first level of the game is the “tutorial”
- The purpose of the game is to collect and battle Monsters
- The game is multi-platform
- Here is a short video of the game





THE DATA

- You will have access to four data files:
 - **users_train:**
 - complete register of which monster each user has
 - 70,000 rows
 - **users_test:**
 - partial register of which monster each user has (one monster missing from each user)
 - 30,000 rows
 - **Table 2_Monsters:** information about the monsters
 - **Table 3_Users:** information about the users
- There is a presentation file on the platform that explains each of the variables in each dataset - any questions ask someone from Social Point

BASELINE MODEL

- Uses the package Recommenderlab library in R
- Uses Item-Based Collaborative Filtering (IBCF)
- Precision of 15.54%
- Ask Santiago if you have any questions

THE PLATFORM

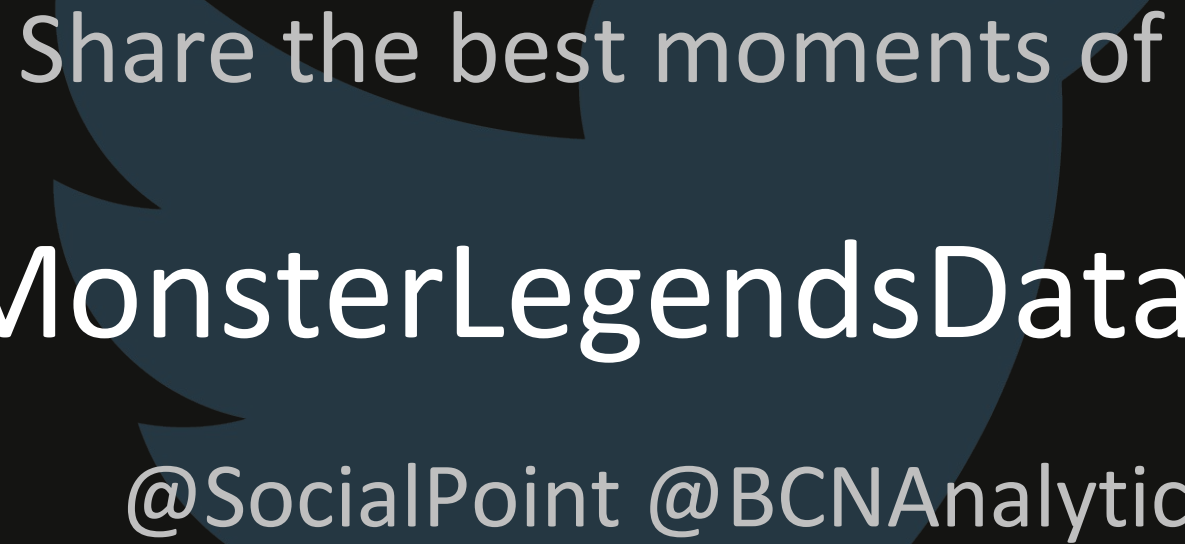
- Go to bcndatahack.herokuapp.com
- Login using your team name (choose any username & password that you wish)
- Here you will find:
 - The data and a presentation with a more detailed description of the data
 - The baseline model in R
- You will use this platform to submit your solution sets throughout the hackathon

THE PLATFORM

- Your solution sets:
 - To check your progress:
 - Upload at any time a file containing only 1 monster id per user (should be 30,000 rows)
 - The file must be ordered (numerically) by the user_id (but don't include the user_id)
- The leaderboard:
 - From this solution set we will calculate the precision of your model (the percentage of the missing monsters that you have got right)
 - During the hackathon we will ONLY use 20% of your solution file to calculate this precision number

THE WINNER IS....

- How will we calculate the winner?
- Tomorrow morning at 10am you must email your final submission file to:
 - sharon.biggar@socialpoint.es
 - Your file should contain: monster_id
 - Your file should be 30,000 rows long



Share the best moments of the

#MonsterLegendsDatathon

@SocialPoint @BCNAnalytics

You have the talent.

We have the playground.

Social Point is growing fast. Join our team, and make great things happen.

WE ARE RECRUITING

socialpoint.es/jobs

LET'S GET STARTED!!

- Go now to bcndatahack.herokuapp.com

