Business Analytics meets Generation Z
Q&A Session

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Matthias Uflacker, SAP
November 19, 2021

INTERNAL

hackaTUM

THE BEST RUN SAP

Who we are

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Your challenge – should you choose to accept…

Apply your data science skills!

Discover insights in a real-world retail time series data set.

Tell a story!

Discover technologies and concepts to generate customizable short animated data stories.

Automate it!

Show how these steps can be combined to transform insights into animated data stories automatically.

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Discover insights in a real-world business data set

Dataset

- We suggest to use an open dataset collected from a Turkish retail company.
  www.kaggle.com/berkayalan/retail-sales-data
- You'll find daily observations for products sales, revenue, stock etc. for a period of 3 years.
- You can explore different hierarchical levels of the dataset (e .g. which store, which product, which product category...).
- You are free to use any other open dataset, we already verified that this one will deliver some insights.

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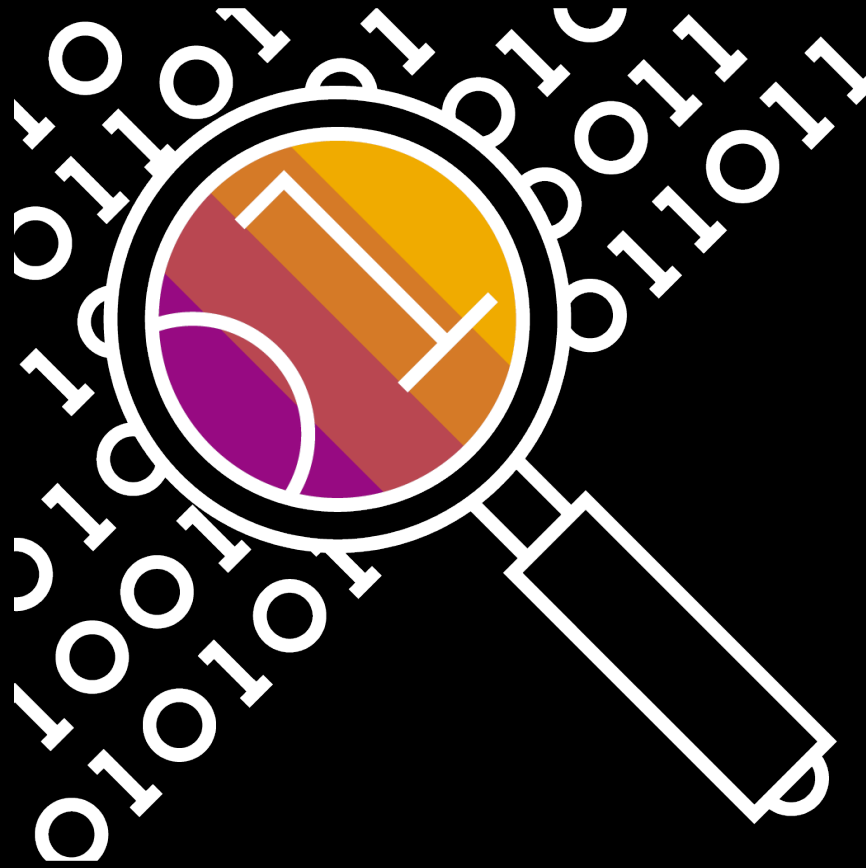
Discover insights in a real-world business data set

Insights

- Use your analytical mind!
- Think about what insights might be relevant?
- What can you get out of the dataset?



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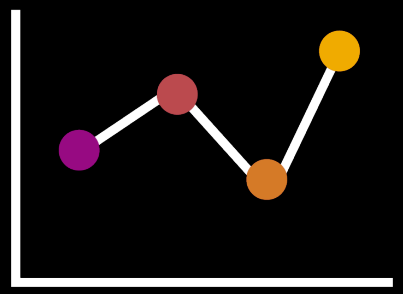
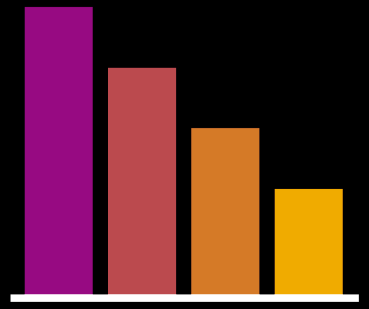
Discover insights in a real-world business data set

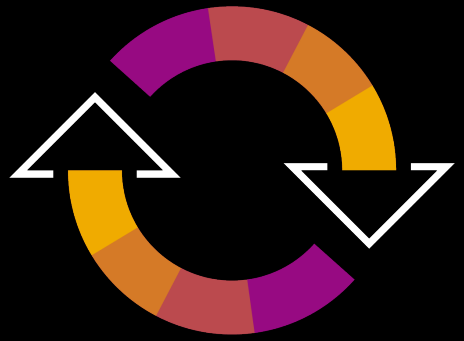
Examples for possible Insights



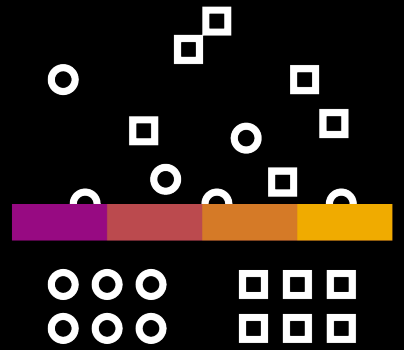
Outliers



Trends



Analogies



Clusters

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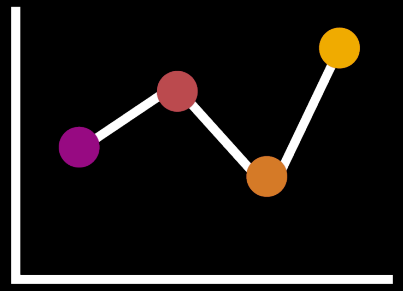
Discover insights in a real-world business data set

Examples for possible Insights



Outliers

”Last Friday the beer sales where 50% higher then expected”

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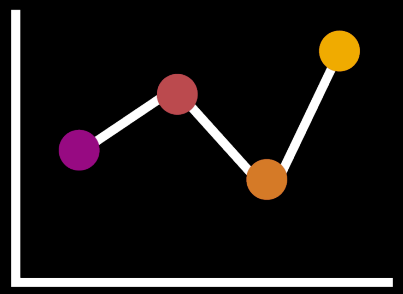
Discover insights in a real-world business data set

Examples for possible Insights



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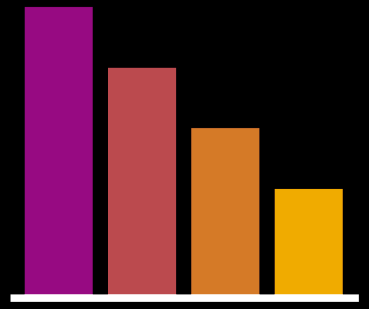

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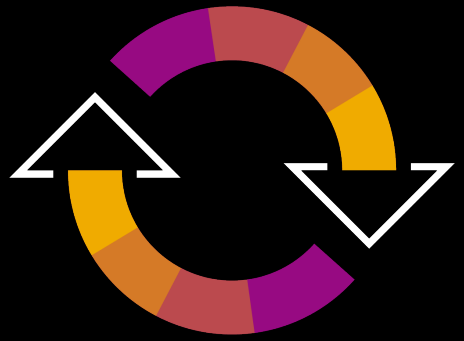

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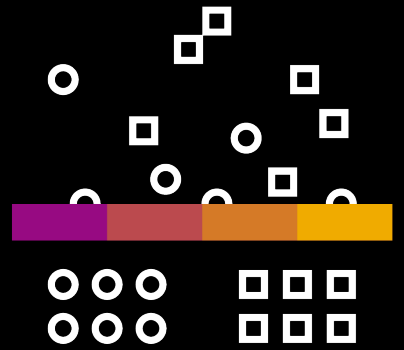

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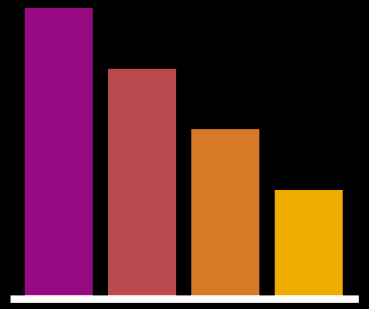

Trends

”The sales of COVID-19 test kits decreased weekly by 5% since Q3”

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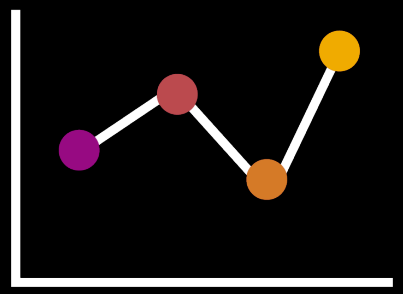

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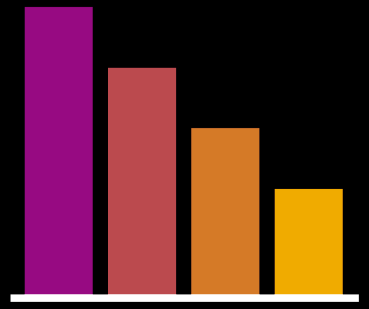

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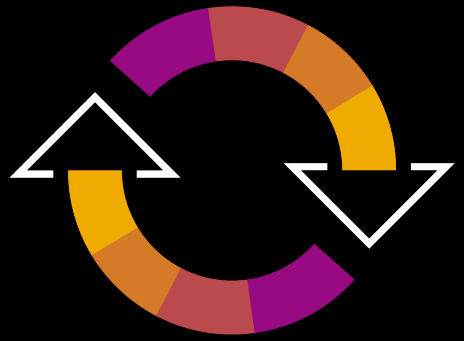

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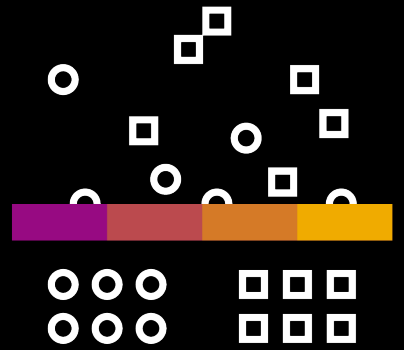

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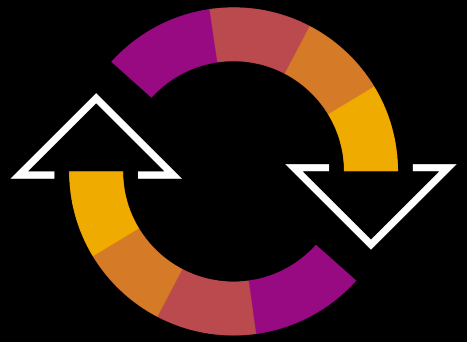

Analogies

”Compared to last years Christmas sales, there were 20% less gingerbread sold this year”

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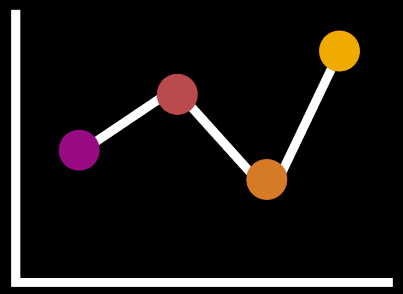

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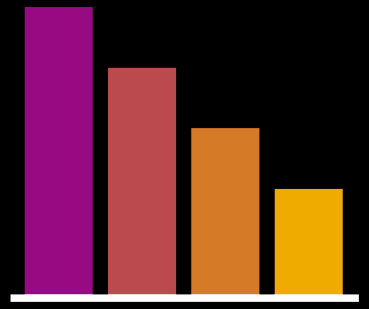

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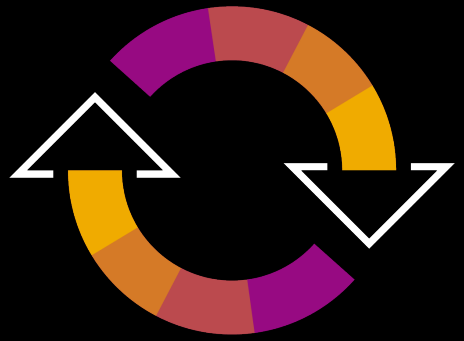

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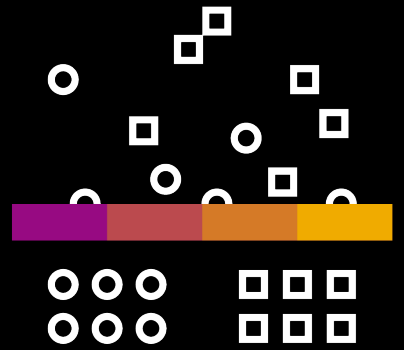

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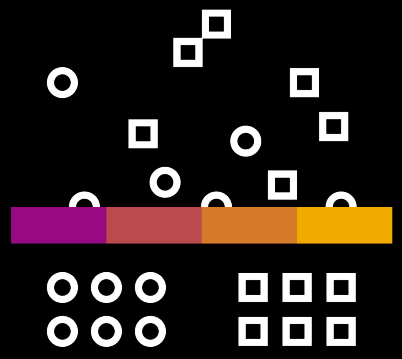

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”The overall, sales of beverages raised by 40%. We identified that this was caused by an increase of wine sales at stores located in Germany.

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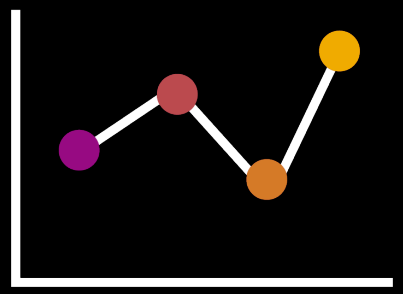

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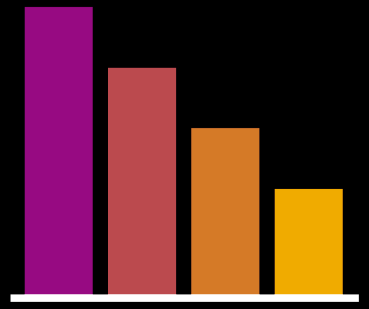

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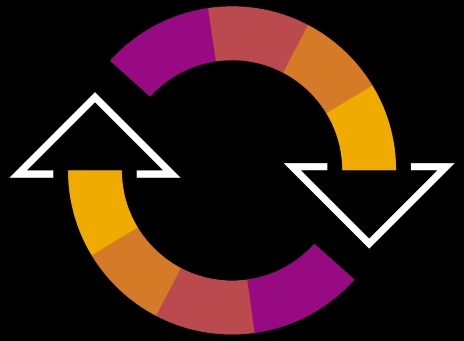

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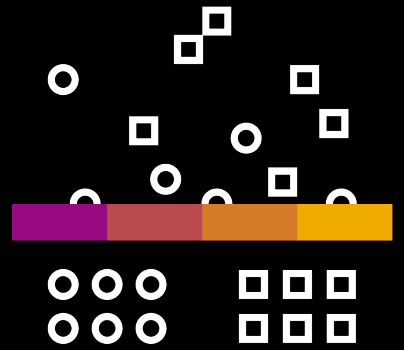

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Discover technologies and concepts to generate customizable short animated data stories.

- Use your creative mind!
- Tell us a story behind the data, by transforming business insights into an animated data story.
- Explore existing animation frameworks and technologies.
- Think about how to automate/streamline the process of story generation.

Possible approach:

- Use web technologies like HTML5, JavaScript, SVG, GSAP, D3 to generate animated stories.

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What you'll get from us to provide you an easy start

- A Jupyter Notebook, which gives you first insights into the dataset along with some examples for possible insights and approaches.
- A hand-picked collection of suitable frameworks and libraries for each subtask (No obligations, just starting points).
- Responsive support during the HackaTUM via Discord and if needed with in-person feedback meet-ups.

GitHub

git.io/J1Efk

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Assessment Criteria

- Quality and relevance of your insights
- Efficient use of TS analysis methods

- Overall architecture
- Abilities to automate and transfer the pipeline

- Quality and originality of your data stories
- Overall presentation quality

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Opening Hours

Virtual Booth

Friday

- **15:00– 17:00**
- **19:30–20:30**

Saturday

- **14:00–16:00**

Company Room

Friday

- **18:30–20:00**

Saturday

- **10:30–11:30**
- **15:00–16:00**

Discord

Saturday

09:00–18:00

Sunday

09:00–12:00

You will find us at the booth and in Discord during the mentioned time slots.
Regardless of the core hours, we will still drop by every now and then ☺

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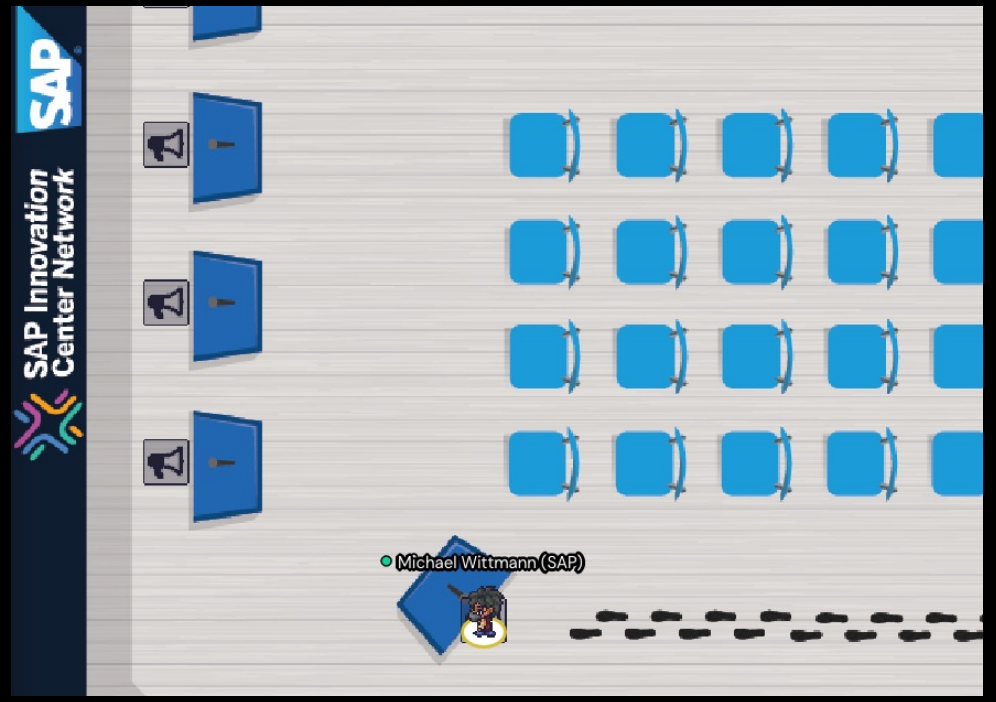
Your Questions?



Who we are

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