[ Event Logo ]

[ Event Title ]

Welcome to the [ Event Title ]!

There are 2 components to this year’s event: The *Insights competition* and the *Kaggle competition*.

**Insights Competition**

Your task is to convince your superiors that they need to invest in your analytics. To do so, perform an exploratory analysis of the data and put together a presentation of something valuable.

The insights competition will run for X days until Xpm on X, at which time all submissions must have been made. Submissions must be in PDF format with the filename that of the team. On the first slide, please include the team name and team members with email addresses. Email your entries to XXX. You should receive an auto-response to confirm that your submission has been received. We will also post all the submitted entries later that evening on the datathon website. Contact us if something went astray. **Note**: the attachment limit is 20mb.

The top 5 teams will be announced by Xpm on X and asked to pitch their findings to the judging panel from Xpm on X, after which the overall winners will be determined.

Some ideas for investigation might be;

* Any data quality issues?
* Any suspicious behavior in the data?
* Any demographic patterns in variable X?
* Any explanation for pattern Y?
* Any geographical trends in variable Z?
* [ other data-specific questions ]

These are just suggestions. You will be looking at this data in more detail than it has ever been looked at before, so it is up to you to come up with the most interesting questions and answers.

**Kaggle Competition**

The Kaggle competition is now live and runs for X days until X. The official winners will be formally announced on the pitch night of the Insights competition.

Teams for the Kaggle competition do not need to be the same as for the Insights competition.

Hope to see you on the leaderboard soon!

[ Kaggle link ]

**Social Media**

Please use #XXX and follow @XXX on twitter and https://www.facebook.com/XXX.

There will be a spot prize of a XXX for the first person to tweet how many rows of data there are and other spot prizes throughout the event.

**Thanks**

This free (!) event would not be possible without the direct support of the following organisations:

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