IIT ROORKEE | COGNIZANCE
15 - 17 March 2019

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Alankan

~Let's Analyze

Introduction:

As Kulshreshtha of Genpact has rightly said, Analytics and business intelligence have become "competitive differentiators", institutes have understood the importance of getting students analytics-ready right from the academic level. This competition will test participants' knowledge of analytics and more importantly their analytical skills.

This competition celebrates the advancement of data science in today's corporate world and would provide you an excellent platform to exhibit your skills while earning yourself a certificate and lucrative prize.

Event Structure:

The competition will comprise of two rounds: Elimination Case Round and Final Round.

Elimination Case Round:

This will be an elimination round where few top teams would be selected based on their model, presentation, the simplicity of design and understanding of the case. Output has to be in a **word document/PDF** utilizing upto **3 pages** at the most. You may use **MS Excel** for your calculations which can be attached as a sheet in these 3 pages.

CASE:

Rahul Ads, an advertising company is planning a promotional campaign for the client's product, i.e., sunglasses. The client is willing to spend Rs. 5 lakhs. It was decided to limit the campaign media to a weekly magazine, a daily newspaper and

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TV advertisement. The product is targeted at middle-aged men and women, and the following data was collected.

Table: Data Collected

Campaign media	Cost per Advertisement (Rs.)	Expected Viewers
Weekly Magazine	30,000	1,15,000
Daily Newspaper	45,000	2,05,000
TV Advertisement	1,25,000	7,00,000

The client is interested to spend only Rs. 1 lakh on the ads in the weekly magazine which expecting a viewership of a minimum of 21 lakh people in the case of the television advertising.

Problem Statement:

Maximize the viewers to the advertisements by appropriate investments in the three campaign routes. Please state the value of the investments and the maximum possible viewers.

Guidelines:

- **Eligibility:** Student pursuing Undergraduate/Master's Degree in any discipline.
- **Team Size: Maximum** size up to **3** members.
- **No Double Troubles:** Only one entry would be acceptable. In case of multiple entries, by default, the first one would be taken for granted.
- **Zero Plagiarism:** The documents would be tested via special software for plagiarism. If some duplication would be found, the entire work would be rejected from the competition.
- **Multistage Rules:** The event is comprised of 2 stages.

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Final Round:

- Final Round will be held at Cognizance, IIT Roorkee.

Queries:

For any queries regarding the Problem Statement, you can contact the coordinators:

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