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SKYHACK LIVE

668 Registered ALLOWED TEAM SIZE: 1

SUBMIT PROJECT

STARTS ON:
Aug 26, 2023, 12:00 AM IST

PROTOTYPE SUBMISSION
 Online

ENDS ON:
Aug 27, 2023, 11:59 PM IST

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OVERVIEW

Calling all aspiring analytics enthusiasts and problem solvers! Are you ready to showcase your analytical skills and innovative thinking? Join us for the SKYHACK Data Analytics Hackathon, a thrilling competition that challenges you to harness the power of data to solve real-world challenges for the airline industry!

Why Participate:

- **Hands-On Experience:** Put your theoretical knowledge into practice by working on real-world datasets and challenges.
- **Prizes and Recognition:** Compete for exciting prizes and gain recognition for your analytical prowess and problem-solving abilities.
- **Skill Enhancement:** Sharpen your data analytics, critical thinking, and teamwork skills under tight deadlines.
- **Career Opportunities:** Showcase your talents to get a direct interview call from United Airlines.

Objectives of this Hackathon:

- **Talent Identification:** Identify and connect with top data analytics talent among recent graduates who demonstrate exceptional skills, creativity, and problem-solving abilities during the hackathon.
- **Recruitment Opportunity:** Source potential candidates for internships, entry-level positions, or even future roles within your organization's data analytics teams.
- **Innovation Showcase:** Witness firsthand the innovative solutions and fresh perspectives participants bring to data-related challenges, potentially inspiring new approaches within your company.
- **Engagement and Branding:** Enhance your United Airlines' brand visibility by associating with an educational event that supports skill development and showcases our commitment to nurturing young talent.

Expectations from participants:

- **Active Engagement:** We expect participants to actively engage in the hackathon activities, including data analysis, and problem-solving.
- **Data-Driven Approach:** We encourage participants to use data-driven methodologies, tools, and techniques to analyze and interpret the provided datasets.
- **Innovative Thinking:** We're looking for innovative and creative solutions that go beyond the obvious, showcasing participants' ability to think outside the box.
- **Technical Proficiency:** Participants should demonstrate a solid understanding of data analytics concepts, programming languages (such as Python, R, or others), and relevant software tools.
- **Problem-Solving Skills:** We expect participants to approach challenges analytically, breaking down complex problems into manageable components and proposing effective solutions.
- **Time Management:** Participants should manage their time effectively, allocating sufficient time for data analysis, brainstorming, solution implementation, and presentation preparation.
- **Attention to Detail:** We encourage participants to pay attention to detail in data cleaning, analysis, and visualization to ensure accuracy in their results.

Presentation Skills: Participants should be prepared to present their findings and solutions confidently, using visuals and storytelling to convey their insights effectively.

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Overview	<div></div> <div><h2>Increase F&B service satisfaction rate</h2></div> <div><h3>PROBLEM STATEMENT</h3><p>As United Airlines is on its journey to becoming the largest airline in the world, our focus continues to be on what our customers think of our products and service and ensuring they are taken care of in the friendly skies. As an analyst, you are required to leverage data to help in identifying opportunity areas in United’s current Food &Beverage(F&B) service and make recommendations which can help in increasing F&B (Food &Beverage) service satisfaction rate by identifying pain points for our customers and challenges in our current inventory planning.</p><p>Participants are expected to perform a Descriptive analysis to understand patterns in our data and identify key drivers of overall customer satisfaction and make recommendations based on their analysis.</p><h3>BACKGROUND</h3><p>Various studies suggest that airline F&B service has a significant impact on customer experience and loyalty generation. F&B is also one of the key concerns of unhappy customers as captured in their feedback forms. We have spent the last few years focusing on improving F&B service by partnering with global & regional vendors, encouraging customers to prebook their meals wherever applicable and improving forecasts for inventory. However, with constant network expansion plans and evolving demand, this continues to be an area of focus. Customers who pre-order their meals have a better satisfaction rate compared to those who do not. However, a small fraction of travelers prebook meals at this point.</p><p>Meal options can vary by market and haul type (Haul type is defined based on how long the flight is based on duration/miles). Some short haul markets (specially <500 miles) would not offer any meal-service which can be of concern specially for customers with multiple connections.</p><p>United uses a hub-and-spoke model to connect passengers between different cities. In a hub-and-spoke model, there is a central airport, called the hub, that serves as a connecting point for flights to and from other airports, called spokes. This helps in consolidating traffic from multiple spokes into the hub, and then flying larger aircraft on the hub-to-hub routes and can lead to lower operating costs for airlines. However, from the perspective of Inflight service, hub-spoke model can result in better customer experience on hub flights compared to spoke flights.</p><h3>How is F&B Satisfaction Calculated?</h3><p>United measures F&B satisfaction using our NPS (Net Promoter Score) survey. Customers are asked - <i>How satisfied were you with the food & beverage served on your flight from [CITY] to [CITY]?</i> Customers can score between 0-5 and can also provide additional feedback under - <i>Is there anything else you would like to share about the food & beverage served on your flight from [CITY] to [CITY]?</i></p><p>% Inflight Satisfaction = Satisfied Sample/Total Sample*100</p><p>Satisfied Sample = Score is either 4 or 5 (Score ranges from 0-5)</p><h3>DELIVERABLES</h3><ul style="list-style-type: none">• <i>Perform root cause analysis to identify key drivers of F&B satisfaction score during summer months</i>• <i>Use survey comments to understand major themes related to F&B that customers are complaining about</i>• <i>Showcase your coding skills, write queries in SQL/Python/R to summarize data at different levels and draw meaningful conclusions</i>• <i>Tell a story from the data and share some initial recommendations. What further deep dives would you like to do to gain better understanding of underlying issues?</i>• <i>Create a presentation with your key findings and recommendations (4-5 slides covering your understanding of the problem)</i><p>Please be thorough in your response. We are interested in the process used to arrive at your answer, as well as any assumptions made as you answer the questions. Feel free to ask clarifying questions or request additional information on discussion forums.</p><h3>Data description</h3><ul style="list-style-type: none">• Survey data – Inflight Satisfaction Score• Survey data – Customer comments/feedback• Inflight Service – Pre order data• Inflight Service – Inventory data (only for Business/First Class)<div><h3>Table 1 - Inflight Satisfaction Score</h3><h3>Table 2 - Customer comments/feedback</h3><h3>Table 3 - Inflight Service: Inventory data (only for Business/First Class - J)</h3></div></div>
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Table 4 - Inflight Service: Pre order data (for All Cabins – J/Y)

DATASETS

PRIZES

Main Prizes



Prizes

Win Exciting Prizes

Samsung Galaxy Tab



Kindle



OnePlus Bluetooth Earbuds





Top 10 Winners Get : Skip the written test and get a direct shot to interview with United!

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Top 10 Winners Also Get : A bag full of surprise goodies from United!

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For Developers

- Hackathons
- Challenges
- Jobs
- Practice
- Campus Ambassadors

For Businesses

- Hackathons
- Assessments
- FaceCode
- Learning and Development

Knowledge

- Practice
- Interview Prep
- Codemonk
- Engineering Blog

Company

- About us
- Careers
- Press
- Support
- Contact
- Privacy Policy

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