

# Problem #1: Detecting Change in Customer Behavior

- Determine change in customer behavior from transaction data.
- Detect changes with respect to 'peer group behavior' (me-2-peer group) and 'change with respect to self past behavior' (me-2-me).
- Determine changes in smaller pockets which may be insignificant by volume but significant by impact / uniqueness of behavior.
- Extra points for converting concept / solution into a plug and play application / creating restful APIs
- Ensure AI / ML concepts used are transparent, fair and explainable

Data

To be provided through google drive link

## **Problem #2: Use publicly available data to generate actionable insights for a business**

- Market landscape across key dimensions and how it can help a business launch new products / services.
- Understanding key trending topics related to the business and how they are related.
- Use business review data to understand future outlook of institutional clients (of financial institutes) and clients connected amongst themselves through business – converting it into actionable insight for risk rating agencies.

Data

To be scrapped from web by participants

## Problem #3: Building Cognitive Assistance Systems

- Build cognitive assistance systems (Chat / Voice) for information query / retrieval
- Information content can be anything – e.g. ongoing IPL / forthcoming elections / forthcoming cricket world cup)
- Build a full stack solution – Data -> intelligence -> UI
- Extra credits for building a redeployable / reusable UI / full stack pipeline

Data

To be sourced from web by participants



 HSBC  
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