

MELBOURNE BUSINESS ANALYTICS DATATHON



Melbourne Business School's
Business Analytics Datathon
Saturday 24th August



MELBOURNE
BUSINESS
ANALYTICS
DATATHON



THE UNIVERSITY OF
MELBOURNE

MELBOURNE
BUSINESS
SCHOOL

Welcome

Melbourne Business School's
Business Analytics Datathon's
mission is to celebrate and showcase
how advanced analytics can
transform decision making.



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Centre for Business Analytics (I)

MBS's Master of Business Analytics is the top program in Australia ranked and #16 globally

QS WORLD UNIVERSITY RANKINGS QS Business Masters Rankings: Business Analytics

Discover the top master's degrees in business analytics with the **QS World University Rankings: Masters in Business Analytics Rankings 2019**.

[Read more](#)

Rank	School	Location
10	Minnesota (Carlson) Master of Science in Business Analytics More	Minneapolis (MN) United States
11	SMU - School of Information Systems Master of IT in Business More	Singapore Singapore
12	Purdue (Krannert) MS Business Analytics & Information Management More	West Lafayette (IN) United States
13	UCD (Smurfit) MSc in Business Analytics More	Dublin Ireland
14-	IIM Calcutta Post Graduate Diploma in Business Analytics (PGDBA) More	Kolkata Joka India
14-	NUS Business School Master of Science in Business Analytics More	Singapore Singapore
16	Melbourne Master of Business Analytics More	Melbourne Australia



SINCE 1955



Melbourne Business School is Australia's oldest and best MBA and ranked 12th globally outside of the USA

Rank	School	Overall rank change since 2016						Ranking index score
		Employer survey rank (35%)	Alumni survey rank (30%)	Student survey rank (15%)	Salary rank (10%)	Job placement rank (10%)	Ranking index score	
1	INSEAD	1	1	3	7	18	100.0	
2	London Business School	2	6	6	4	5	93.6	
3	IESE Business School	4	10	1	11	4	88.1	
4	Oxford (Said)	3	3	11	15	24	81.0	
5	IMD	15	8	5	1	19	76.3	
6	Cambridge (Judge)	7	5	14	14	12	75.3	
7	SDA Bocconi	17	11	4	8	14	72.9	
8	IE	16	2	20	10	13	72.1	
9	ESADE	8	4	8	31	17	71.8	
10	HEC Paris	14	12	9	9	8	70.5	
11	Western (Ivey)	6	13	17	18	20	69.0	
12	Melbourne	10	28	2	13	2	65.3	
13	Imperial College London	13	19	10	20	10	61.9	
14	Mannheim	24	18	16	6	1	58.9	



Centre for Business Analytics (II)

Centre's Advisory board members



THE BOSTON CONSULTING GROUP



Premium corporate members



Standard corporate members



Student Scholarships





Centre for Business Analytics (III)

Companies host 5 week Masters Analytics Lab internships



Companies recruiting our Masters students





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Sponsors and Partners



Datathon Logistics





Datathon Format

Saturday 24 th August	
8:00am	Check-In Opens
9:00am	Welcome Introductions & Logistics Challenge and Data Presentation, Q&A
11:00am	Hacking Begins and Morning Tea
1:00pm	Lunch Break
3:00pm	Afternoon Tea
5:30pm	Networking Drinks
7:00pm	MBS Venue Closes Hacking Continues Offsite from Sat 7pm to Sun 11.59pm
Sunday 25 th August (Day 2)	
11:59pm	Hacking Ends and Datathon Platform Shut Down

Thursday 29 th August	
6:00pm	Final Slide Deck Submissions Due

Friday 30 th August	
5:00pm	Finalists Announced

Tuesday 3 rd September	
4:00pm	Finalists Pitch at Melbourne Business School's Business Analytics Conference
5:30pm	Winners Announced Networking Drinks to follow at 5.30pm

← Datathon Weekend →

← Submissions and Finals →



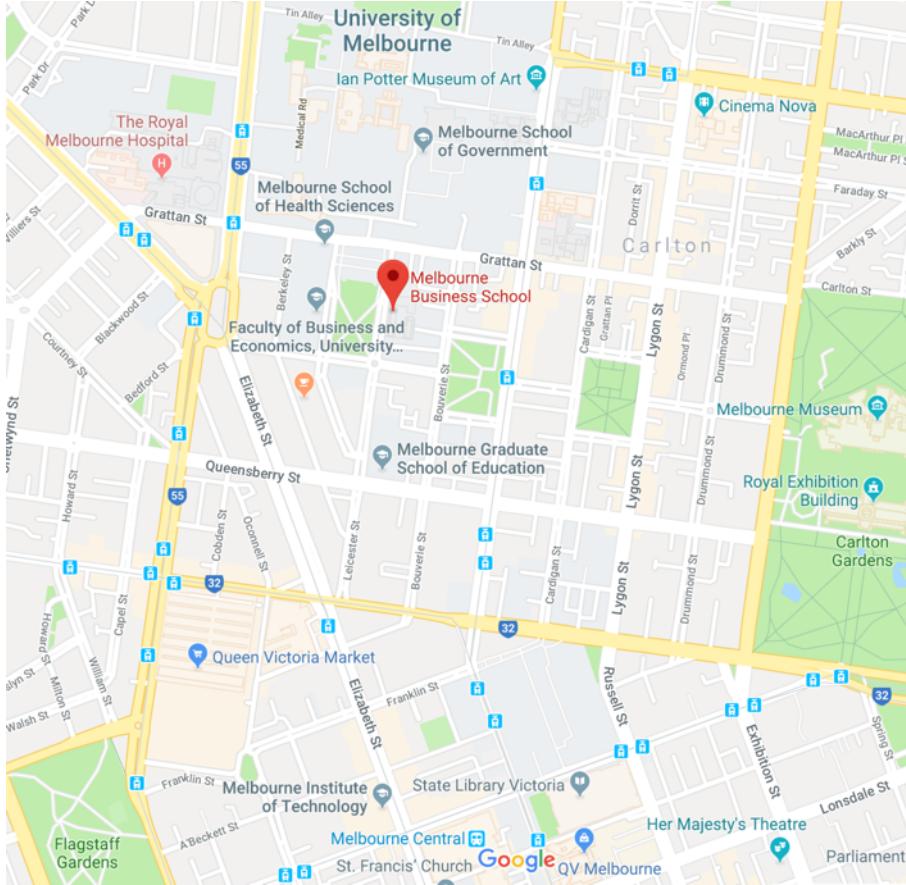


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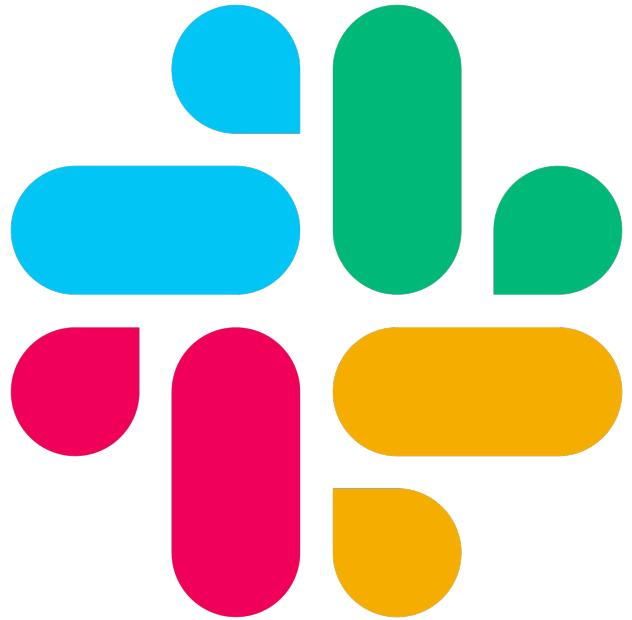


Melbourne Business School
200 Leicester Street
Carlton, VIC 3053

Onsite logistics



MBS Datathon Slack Group



We have set up a group on Slack for efficient communication throughout the Datathon event for all participants and organisers. Through the Slack group:

- receive all event notifications;
- reach out to organisers and mentors;
- chat with other participants.

Join the Datathon Slack Group:

https://join.slack.com/t/mbsdatathon2019/shared_invite/enQtNzI2OTk1ODYyNDgxLWViYmE4M2U5YWlwMWE2ZGNjNWEwZGU4YTI1ZmVmZDlyZWE3YjM5Zml0ZGNiNjM5MTNkM2I3OWUzODViYjNkYzQ

Datathon Rules



Datathon Rules (I)

- No external data set/s are allowed to be used in the Datathon (only data sets on Zetaris' platform).
- Teams need to declare the data set/s used as a footnote on each page of their submission to enable cross-referencing, verification and validation.
- Any insights derived, or recommendations made, using external data will not be considered in your submission and those insights and recommendations will be excluded from judging.
- Teams are being provided with access to data in good faith for the purposes of this Datathon. Teams who use data to develop submissions which discredit, defame or negatively attack Data Contributors at this event will be disqualified.
- All participants in all teams must have signed and agreed to the Datathon Participant Agreement before they are eligible to compete in the Datathon.

Datathon Rules (II)

- You can only enter teams of 3-6 participants. You can only be a member of one team. You can't enlist any help from anyone outside your team.
- To be eligible to win the student-only prize, all team members must provide student numbers to register, and valid student cards need to be visualised (no exceptions).
- Teams from sponsors are not eligible to win prize money, although they can be judged finalists.
- Teams from data contributors are eligible to win prize money as long as they don't exclusively use their own data, and their own data does not represent more than 25% of the data used for analyses.
- In the event of any dispute regarding the rules, conduct, results and all other matters, the decision of the judges shall be final and no correspondence or discussion shall be entered into. Melbourne Business School reserves the right to make final decisions.

Datathon Judging





\$25,000 Cash Prizes



1st Place Team	= \$12,500
2nd Place Team	= \$5,000
3rd Place Team	= \$2,500
Top Student Team	= \$5,000



Judging Criteria

The mission of MBS' Centre for Business Analytics is to 'Transform decision-making through business analytics' so the judging criteria will be focused on both generating valuable and actionable insights through analytics that can transform decision-making, and also effectively communicating those insights to influence decision-making and create real value.

Judging will be based on three criteria:



GENERATE INSIGHT FROM ANALYTICS

- Have the teams generated valuable and actionable insights from analytics?
- Is the analytics methodology valid and appropriate?
- Are relevant assumptions and data sources specified?
- Does the team understand limitations of data sets?



EFFECTIVE COMMUNICATION

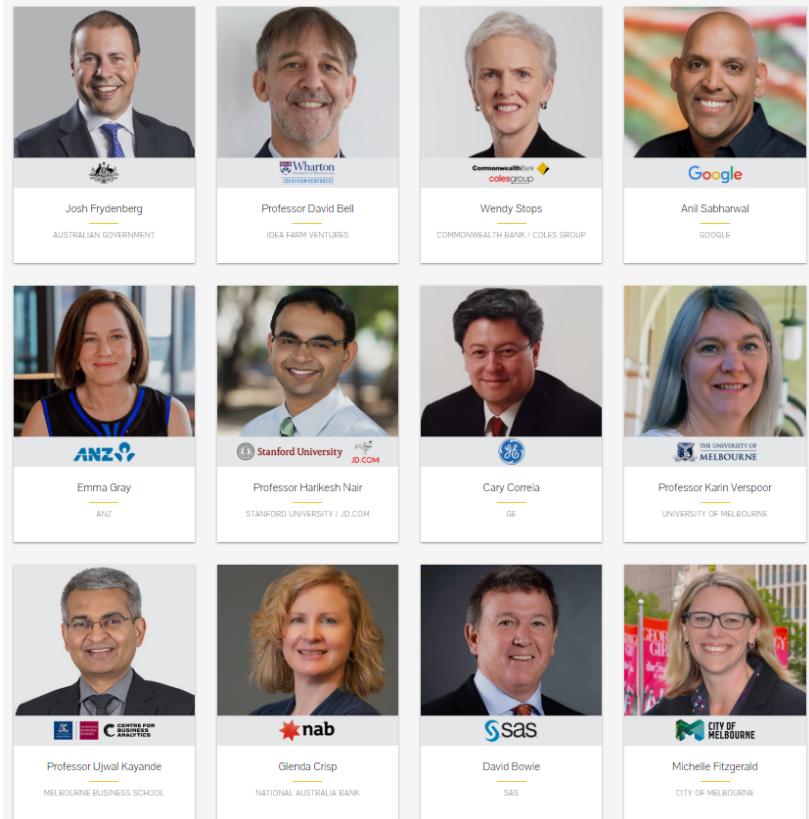
- Have the teams effectively visualised their insights?
- Do analytically-driven insights justify and support the recommendations made?
- Is there a logical storyline?
- Can the team effectively pitch their recommendations?



REAL IMPACT

- Have the teams made impactful, feasible and actionable recommendations?
- Have the teams identified any innovative solutions?

Finalists Teams & Awards



Finals Presentations and Awards Ceremony

Top 4 Open teams and 2 Student teams will be showcased with 800+ people at MBS' prestigious Business Analytics Conference on Tuesday 3rd September 2019 at the Melbourne Convention and Exhibition Centre, 1 Convention Centre Place, South Wharf. Teams will present their solutions on stage at 4pm, followed by the presentations of prizes for the winning teams at 5.30pm.

MBS' Business Analytics Conference is the premiere Data and Analytics conference in Australia.



2019 Melbourne Business Analytics Conference
4pm, Tuesday 3rd September 2019
Melbourne Convention and Exhibition Centre
1 Convention Centre Place, South Wharf



Zetaris



You have been pre-registered for the Datathon by Zetaris, and **all the relevant login details** will have been provided in the emails you have received leading up to the Datathon.

You can get ahead of the game and be ready for the day by watching our Datathon explainer video here: <http://cloudfabric.zetaris.com/datathon/>

ZETARIS Learning

We have a certification program (1 hour) that you can access [here](#)

Click the “Access your Free Subscription” link at <http://cloudfabric.zetaris.com/datathon/> and login with the below credentials to try a few use cases with the sample data provided. NOTE: This is not the Datathon system. It is just for you to practice and you can continue using it post the Datathon (conditions apply).

Username and Password: Included in the Zetaris logins email





Do the Zetaris Certification training, send a screenshot of the completion page to marketing@zetaris.com to receive your official certification document and a T-Shirt from Zetaris. Also we have registered you in our cloud data fabric so you can practice what you learned in the certification training.

As a further benefit to participants of the Datathon, **an additional \$5,000 ‘Best and Fairest’ prize** will be awarded by Zetaris to be shared by the winning team. All team members must be Zetaris Certified to be eligible (conditions apply).

SAS



SAS® RESOURCES

WHAT ANALYTICS TECHNOLOGY WILL BE AVAILABLE TO THE DATATHON PARTICIPANTS?

SAS' industry recognized, open source integrated analytics platform, SAS Viya will be available to the Datathon participants, including; SAS Visual Analytics, SAS Visual Statistics & SAS Visual Data Mining and Machine Learning

HOW CAN I LEARN ABOUT AND ACCESS SAS FOR FREE AFTER THE DATATHON?

Check out the SAS Video Portal and the tutorial library – video.sas.com

Also, SAS provides a range of free eLearning programs – www.sas.com/freetraining

Plus, you can view or signup for free webinars – www.sas.com/webinars

And select one of the free SAS eBooks – www.sas.com/books

Check out the FREE SAS trials – www.sas.com/trials

Get access to SAS Viya for Learners – www.sas.com/en_us/software/viya-for-learners.html

Download SAS University Edition to access SAS for FREE – www.sas.com/universityedition

ACCESSING ARTIFICIAL INTELLIGENCE

What is AI – www.sas.com/artificialintelligence

What is AI from SAS - www.sas.com/ai

Want to learn more – <http://video.sas.com/category/videos/sas-visual-data-mining-and-machine-learning>





SAS® RESOURCES (cont.)

IF I'M A STUDENT CAN I JOIN A SAS COMMUNITY? WHERE CAN I READ MORE ABOUT HOW SAS SUPPORTS STUDENTS?

You can join the SAS Analytics U Community (https://www.sas.com/en_us/learn/academic-programs/resources/sas-university-community.html)

You can access the SAS Academic Program Student site (www.sas.com/students) for further information on how SAS supports students.

HOW DOES MELBOURNE BUSINESS SCHOOL AND SAS COLLABORATE?

Melbourne Business School offers a Master of Business Analytics (<https://mbs.edu/education-development/degreeprograms/masterofbusinessanalytics>), where you will learn SAS and receive a Certificate in Business Analytics from SAS in recognition of your skill in using its world-leading analytics software.



SAS® Viya™ VLE



SAS Viya Learning Environment

Instructions to access the SAS Virtual learning Environment are at
<http://support.sas.com/training/elearn/access.html>

The product activation code for this learning environment is **FS954197059**.

Once you enter the code and accept the terms and conditions you will have access to the environment by selecting MBS Datathon 2019 from your 'My Training' page. The environment will appear like the image below, including information on the Datathon Logistics, the Datathon Challenge Information (Available on the day of the Datathon), How to Tutorials (how to get started, connect and load data), SAS Tool Support (how to use the platform if you're a SAS Programmer or just tech savvy), plus how you can qualify for a SAS Badge.

SAS Badges are new to the Datathon for 2019 and allow you to share your achievement through your social media networks in the form of a digital badge. Also, access to the SAS Viya via a free trial link. So sign up to SAS Viya now and start learning!

MBS Datathon 2019

Dashboard / Courses / MBS Datathon 2019



Welcome to the Melbourne Business Analytics Datathon 2019



The Melbourne Business School's '[Business Analytics Datathon](#)' is aimed at showcasing how advanced analytics can 'Transform decision making' using SAS analytics software and Zetaris' data sharing platform. The final data sets and question will be revealed on the kick off weekend but the data may include sport, financial, retail, loyalty, and health data. The Datathon is aimed at both corporate and student teams with not only advanced analytics and data science capabilities, but the ability to generate and communicate insight to 'Transform decision making'.

The mission of Melbourne Business School's (MBS) Centre for Business Analytics is to 'Transform decision making through business analytics'. The final pitches of the Datathon are being held as the finale of MBS's 'Melbourne Business Analytics Conference' in front of ~900 Australian senior executives where Australia's top analytics talent will showcase what is possible through advanced analytics and actually solve a real business problem that could impact on the lives of all Australians. This portal is designed to support you prior to and during the Datathon. Before the datathon starts, you can gain access to SAS software via the free trial [link](#). Coupled with the How to and SAS Tool tutorials below, you can gain confidence with the technology in order to maximise your time with the data on the day.

Datathon Logistics



Datathon Challenge Informa...



How To Tutorials



SAS Tools Support



Free Software Trials - SAS



Offers for You



SAS Digital Badge





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HOW TO TUTORIALS

Getting Started

- [Accessing Content in SAS® Drive](#)
- [Creating a Basic Report in SAS Visual Analytics on SAS Viya](#)
- [Getting Started with SAS Visual Statistics 8.2 on SAS Viya](#)
- [Using SAS® Data Studio to Prepare and Transform Data into the Desired Format](#)
- [Getting Started with SAS Studio](#)
- [Writing a Basic SAS Program in SAS Studio](#)
- [SAS Studio Keyboard Shortcuts](#)
- [Getting Started with the Python Interface of SAS Viya](#)

Connecting to Data and Loading Data

- [Using SAS Data Explorer to Load SAS Data Sets](#)
- [Using SAS Data Explorer to Import Local Files](#)
- [SAS Studio: Accessing SAS Data and SAS Libraries](#)
- [Import Data into SAS Studio](#)
- [SAS Studio: Creating a SAS Table from a CSV File](#)
- [How do I open SAS tables in SAS Studio?](#)
- [SAS Visual Statistics powered by SAS Viya - Loading Data Demo](#)
- [Understanding Caslibs and Loading Data in SAS Viya](#)
- [Data Management Videos](#)

TOOLS SUPPORT

SAS Viya

- [SAS Viya Enablement Free e-Learning](#)
- [How To Tutorials Video Library: SAS Viya](#)
- [Communities SAS Viya](#)

User community with multiple subjects around SAS Viya.

- [How To Tutorials: SAS Visual Analytics on SAS Viya](#)
- SAS Visual Analytics on SAS Viya video tutorial library.
- [SAS Viya 3.4 Quick Start - Programming Documentation](#)
- [SAS Viya 3.4: Data Preparation](#)
- [SAS Viya 3.4 & SAS 9.4 Documentation](#)

SAS Visual Analytics on SAS Viya

- [SAS Visual Analytics Fact Sheet](#)
- [SAS Visual Analytics 8.3: User's Guide](#)
- [Communities SAS Visual Analytics](#)

SAS® Digital Badging

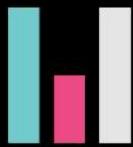


Share your achievement with a digital badge!

Your professional skills tell a unique story about you. SAS digital badges illustrate and verify that story. With real-time verification, colleagues and potential employers have a clear view of what you've achieved through participation in this Datathon. You can share your SAS badge on email signatures, digital résumés and social media, including LinkedIn, Facebook and Twitter. The digital images contain verified metadata that confirms your accomplishments.

How do I get one?

- After completing the datathon, you will receive an email from Acclaim, SAS' digital badge partner, inviting you to claim your badge.
- Click the link in the email.
- Create an account on the Acclaim site.
- Claim your badge and start sharing



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SAS® Support

Find us on Slack – SAS Channel

Find us at the event

Don't forget the online training

<http://support.sas.com/training/elearn/access.html> (**FS954197059**)



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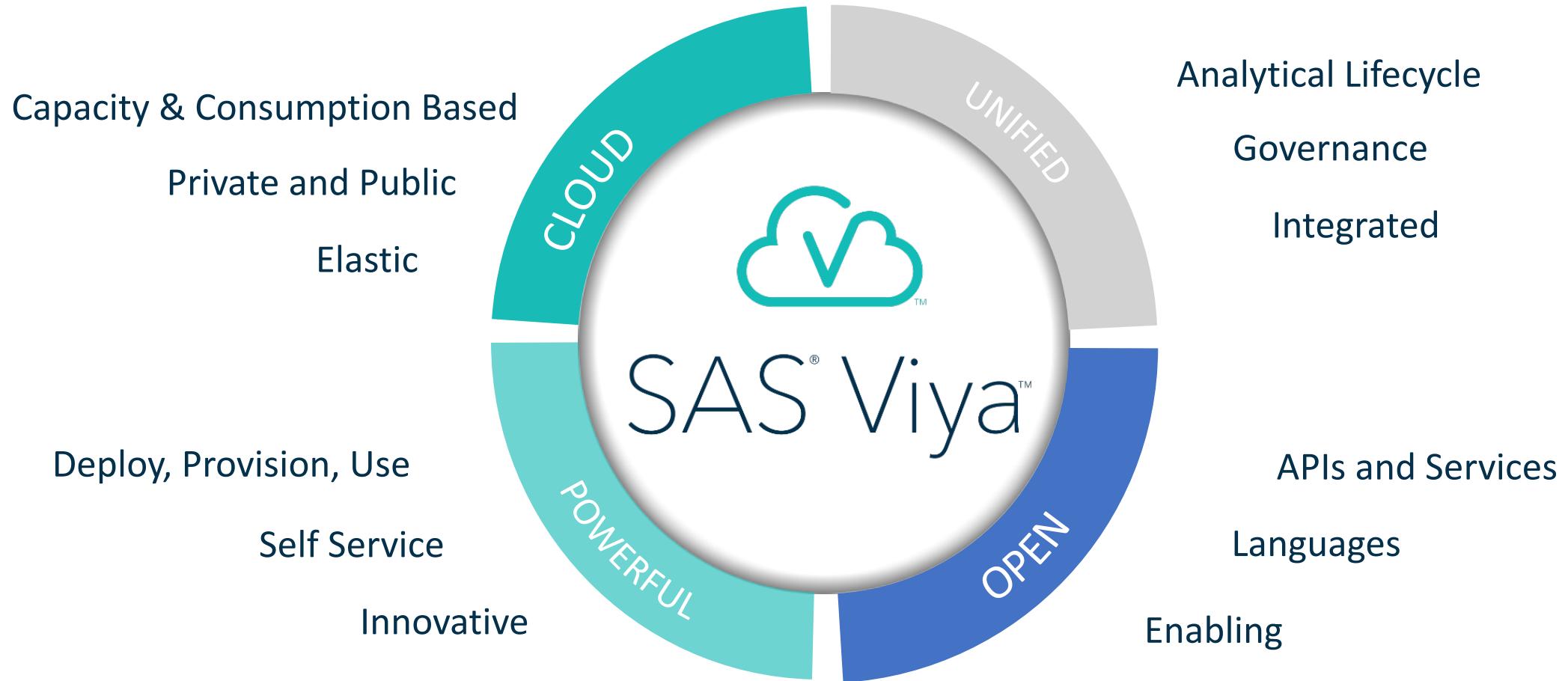


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SAS® Viya™



 SAS® Viya™
Our digital transformation
to power the analytics economy

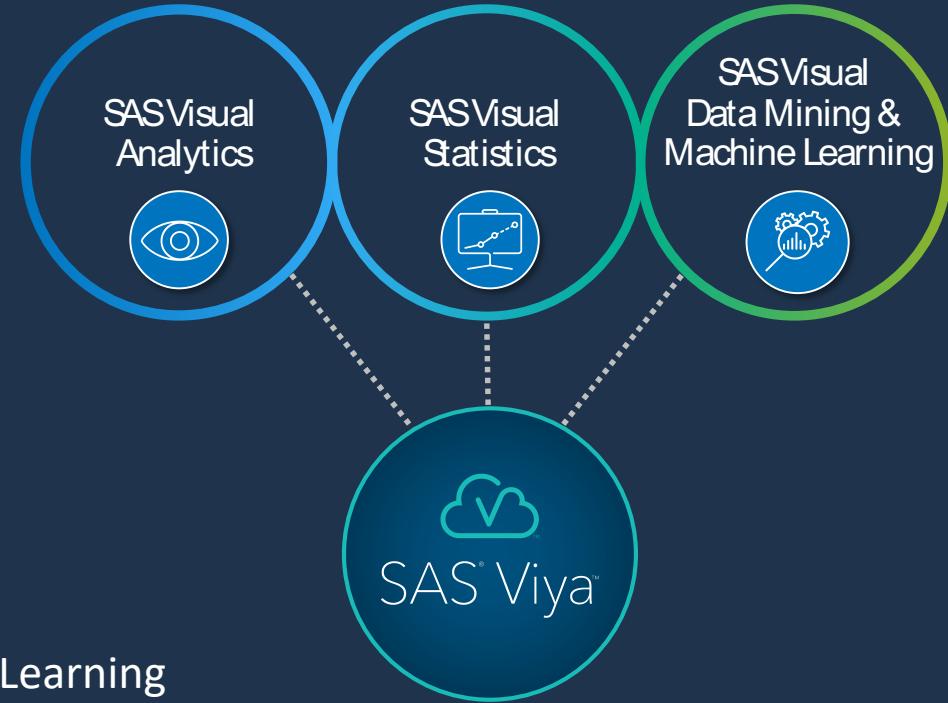


SAS® Viya™



SAS® Viya™

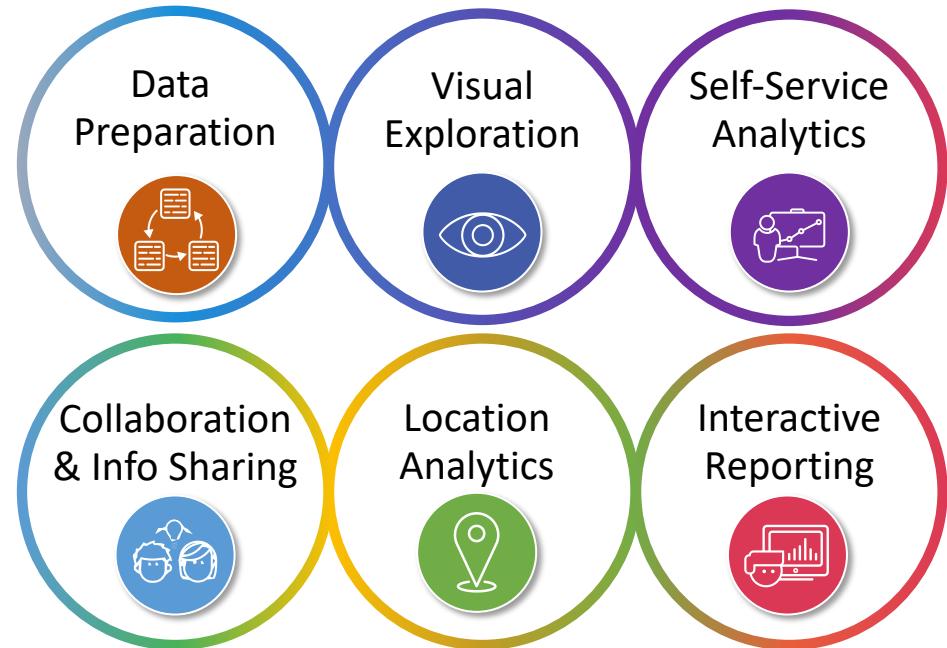
SAS Visual Analytics, SAS Visual Statistics, SAS Visual Data Mining & Machine Learning





SAS® Visual Analytics

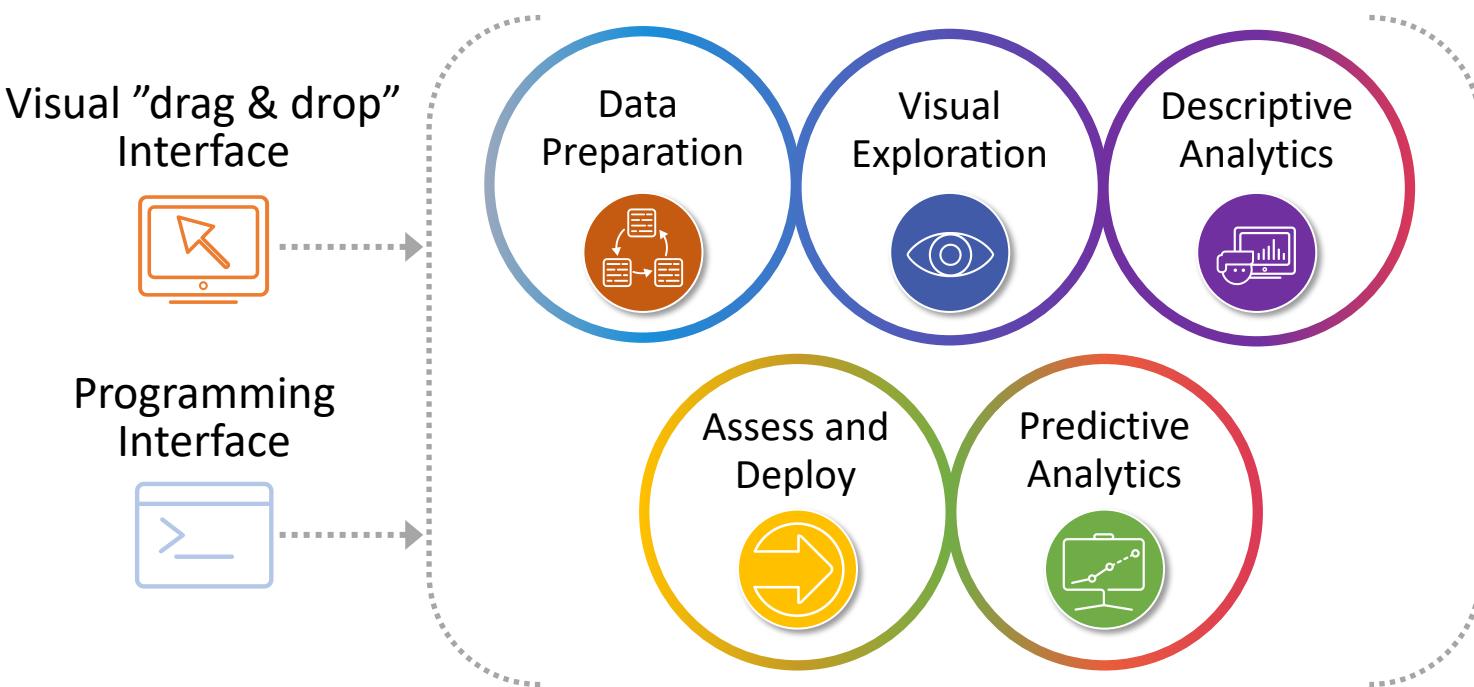
From a content creation standpoint, SAS Visual Analytics supports self-service data preparation, visual discovery, interactive reporting, and dashboards--as well as easy-to-use analytics





SAS® Visual Statistics

SAS Visual Statistics is an add-on to SAS Visual Analytics. SAS Visual Analytics provides the basic data preparation, interactive reporting and visual data exploration capabilities to answer what is happening and why did it happen. Together with SAS Visual Statistics, it will address the data exploration and interactive model development stages of the analytics lifecycle





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SAS® Visual Data Mining & Machine Learning

SAS® Visual Data Mining and Machine Learning

Try

The screenshot shows the SAS Studio interface. On the left is a navigation pane with categories like Tasks and Utilities, My Tasks, Prepare and Explore, Unsupervised Learning, Supervised Learning, Evaluate and Implement, Graph, Entities, Snippets, Libraries, and File Shortcuts. The main workspace displays a decision tree titled "Subtree Starting at Node=0". The tree has two main branches: "FREQUENCY_STATUS_37HK >= 222" leading to Node 1, and "FREQUENCY_STATUS_37HK < 222" leading to Node 2. Node 1 further splits into "FILE_CARD_GIFT >= 2" leading to Node 3, and "FILE_CARD_GIFT < 2" leading to Node 4. Node 3 splits into "MONDAY >= 0.57" leading to Node 5, and "MONDAY < 0.57" leading to Node 6. Node 5 leads to "CLUSTER_1" and "LIFETIME >= 20.213221" with counts of 24273 and 40 respectively. Node 6 leads to "CLUSTER_2" and "LIFETIME < 20.213221" with counts of 2195 and 21 respectively. Node 4 splits into "PEP_STAB >= 0.21" leading to Node 7, and "PEP_STAB < 0.21" leading to Node 8. Node 7 leads to "MEDIAN_H >= 1050" with a count of 140, and "MEDIAN_H < 1050" with a count of 27. Node 8 leads to "MEDIA >= 4.67" with a count of 106, and "MEDIA < 4.67" with a count of 40. At the bottom, there are tabs for DATA, OPTIONS, OUTPUT, and INFORMATION, and a RESULTS tab. A "CODE" tab is also visible. The top right of the interface has a "Try" button.

Solve complex analytical problems faster.

Get breakthrough performance from predictive modeling and machine-learning capabilities running on SAS® Viya™, our new in-memory platform. In-memory data persistence eliminates the need to load data multiple times during iterative analysis. Multiple users can collaborate easily, exploring the same raw data and building models simultaneously. You'll measure processing time for analytical modeling in seconds or minutes – not hours – and find solutions to challenging problems faster than ever.



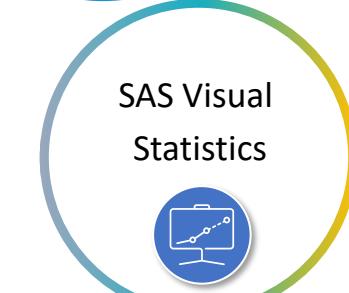
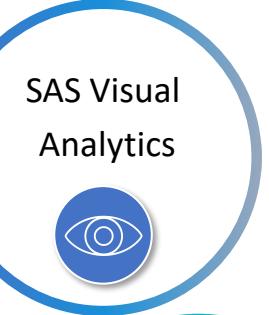
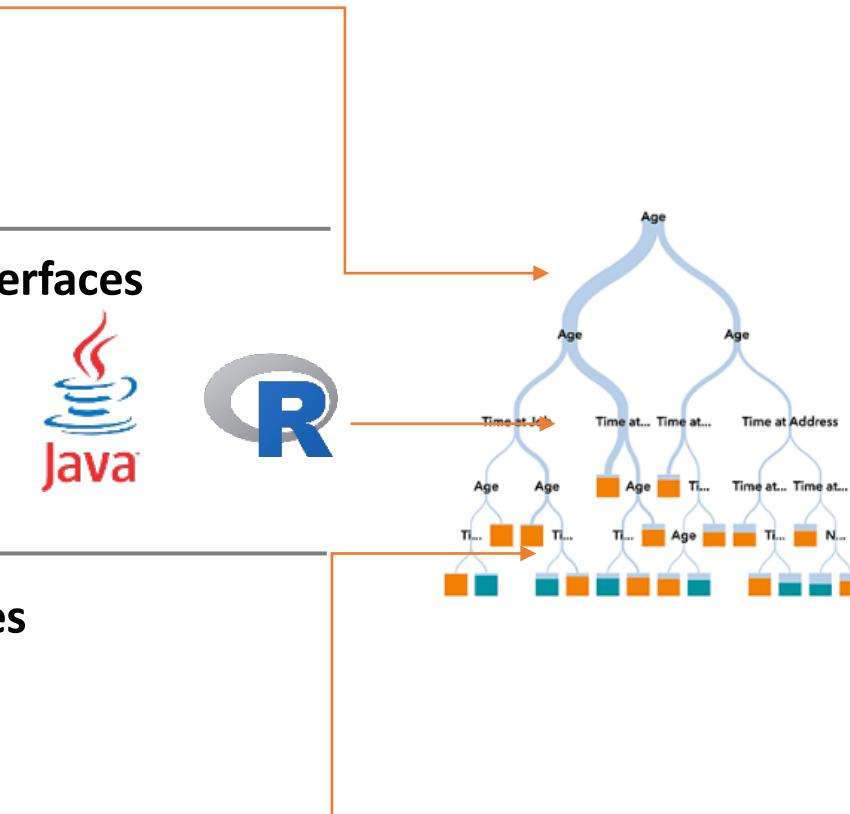
Increase the Openness of the SAS® Platform



Programming Interfaces



API Interfaces





An Open API Cloud Platform

