MMXV

HACKATHON clt

WE ARE BACK

on the line

- wifiSSID: Hackathon2015

- Pass: Hack2015

@charlottehacks

#HACKATHONCLT

agenda

friday, march 27

7:30p	Hack Problem Presentation
8p	**Go Hack**
12a	**Midnight Snacks**

saturday, march 28

7a-8a	Breakfast
12p	Hackathon Ends	Lunch
1:00p	Presentations, Judging & Awards

the basics

- what is a hackathon?
- why charlotte?
- what's the motive?
- big data AGAIN?

what made it possible

- community
- community
- community

who made it possible

Harris Teeter — Neighborhood Food & Pharmacy
P&G
ettain group
Data Chambers by NORTH STATE
tresata
MillerCoors

rules of engagement

- nothing illegal
- respect copyright
- keep it clean
- terms & conditions
- all work must be on site
- all machines cleared of data
- organizers reserve the right…

WE HAVE A PROBLEM

business problem

predict, model, plan and present the best,
most efficient, profitable and realistic ways
to deliver groceries to customers

p.s. (think out of the 'box')

categories

HACK

For hackathon purists, this category demands true analytical talent and will be judged on quality of predictions and elegance of code built on open source technology (ideally the Hadoop stack).

categories

CODE

From mobile applications to websites and everything in between, add your creative twist to write code that addresses the problem in a tangible, tactical way

hacking categories

freeSTYLE

So you can't code? It's all good. Deliver a killer presentation backed by a solid business model that convincingly proves alternative modes of grocery delivery isn't the same as polishing a turd

what are you looking for

- understanding of the data (it is big)
- product usage
- channel usage
- geo-spatial density
- channel economics
- customer loyalty
- 'center-store' product linkage
- triggers that indicate shift from offline to online
- remember: scale trumps complexity in algo

how will you share results

- format - go wild

- time – will depend on number of entries

- creativity, predictability, scalability are all important

- judges will be revealed tomorrow… they are hard but they are beautiful

THE DATA

what you get

- real-world retail data

- 140,613,567 records

- scrubbed & de-identified

- 24 field names (refer to data faq:
- http://hackathonclt.org/faq.html)

- really, really, really detailed shopping metrics

what you (should) add

- Social

- Publicly available census

- Publicly available tract

- ANYTHING ELSE YOU CAN GRAB LEGALLY & MAKES SENSE

TECH

data operating stack

- 4 large servers (Teams will be equally distributed across all 4)

- 128GB RAM, 16 cores, 15 drives

- Hadoop has been installed

  - HDFS | MR | YARN | HIVE | SPARK

- Python 2.6 , R 3.1.2 , Ruby 1.9.3

- You care allowed (& encouraged) to use OpenSource

dataset location

- stored as flat file

- HINT – you want an advantage…read the data FAQ

- DO NOT PULL DOWN THE ENTIRE SET

- DO NOT LEAVE WITH ANY DATA

- YES WE WILL CHECK

languages

- anything that can compile to a .jar (like java, scala, etc)

- Any open source tools or open source algorithmic library (R, Weka, ML Lib, Ganitha)

- Realtime or batch – we do not really care unless it delivers an added performance punch

and yes…wifi

- SSID: Hackathon2015

- Password: (you know it)

when you need help

- For help
    - Logistics: black jackets
    - Tech: Yellow
    - Data: Blue
    - Biz problem: Red

- Or … Ghostbusters

when you want to rave

…about us or the Hackathon

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THE PRECIOUS

show me the money

$4,000 GRAND PRIZE: HACK

$2,500 RUNNER UP: CODE

$1,000 RUNNER UP: freeSTYLE

LOGISTICS

the basics

- restrooms – located on lobby and upper floors
- building access – DO NOT LEAVE
- keep track of your equipment
- lounges – vote for your favorite tomorrow

questions?

- Katie & Keren – Event
- Jainin & Koert – Tech
- Matt & Richard – Data
- Chase & Abhi – Business Problem

REMEMBER – you may seek the flashing lights…but they may not seek you

format

- teams no larger than 3

- pick a team name
  (make it witty…no there's no prize for a witty name…
  but make it witty)

- ideal composition – coder, designer, presenter

- hacking ends at 12p Saturday 3/28

- presentations begin at 1:00p

LET'S HACK

lets light up twitter: @charlottehacks | #HACKATHONclt