Look into the future of a customer journey and predict …

User Experience is a critical success factor for a payments solutions provider. This is even more true in an eCommerce world, which is growing at an exponential rate.

An effective payment solution is essential for a successful sale closure. Solution providers have to constantly innovate to provide a secure, yet simple and frictionless payment experience.

Currently, one of our payment service clients, who operates across multiple countries in Europe, is facing a challenge in eCommerce sales. The customer is tracking data points associated with the payments journey, and would like to improve overall business performance.

Can we TCSers help our client by designing an analytical model that can take a set of session specific data points and predict a "successful event"?

There are prizes for this! Top 3 models which can predict with the highest precision and recall, will receive prizes worth 3500 USD and a unique opportunity to present to the client as well.

I encourage you to participate - this is a great opportunity for all of you data science enthusiasts to showcase your analytical abilities!

Regards,
K Ananth Krishnan
Executive Vice President and Chief Technology Officer

Contest dates: 10 Aug – 4th Sep

Event start date – **10th Aug 2018**

Stage 1 completion – **17th Aug 2018**

Stage 2 completion – **24th Aug 2018**

Presentation by finalists – **31st Aug 2018**

Results – **4th Sep 2018**

Prizes

Winner – **2000 USD** worth gifts

First runner up – **1000 USD** worth gifts

Second runner up – **500 USD** worth gifts