antavo
Enterprise Loyalty Cloud

Level up customer experience
by data analyzation

Introduction to the Challenge

At Antavo Enterprise Loyalty Cloud, our vision is to create the best-in-class loyalty technology to help brands and retailers manage their experience-based, paid, and lifestyle loyalty programs online, in-store, or on mobile.

Imagine the following scenario: you have a database full of actions done by the customer while shopping at your webshop. Think about transaction-related information (not browsing history), like what kind of items they bought, how often they claim rewards in the webshop's loyalty program, what are the customer's favorite brands and product categories and so on.

Your challenge is to analyze our data. We are curious how we could improve the customer journey. You can create visualization, or create predictions about a customer's life cycle, or anything that you see fit. What makes the customer engage more in your product? What makes them more loyal to your product? How can the customer journey be improved- based on the metrics and statistics of the existing data? We are looking for answers for these questions.

You will have access to a variety of customer information: when did they log in, the time and amount of purchases, the rewards they received, and many more.
You can utilize any technology of your choice, but keep in mind: we are looking for an idea that we could use on any other dataset of ours, similar to the given one, with the data constantly growing.

Who we are

Antavo is an Enterprise Loyalty Cloud, providing best-in-class technology to manage experience-based, paid, and lifestyle loyalty programs online, in-store, or on mobile.

Antavo's no-code, API-centric platform makes the loyalty program experience fully customizable and empowers loyalty and marketing teams to run their program internally, without IT help. The company invests 60% of its revenue into its product and issues quarterly product releases.

As a Gartner and Forrester-listed 'pure-play' loyalty service provider, Antavo is characterized by its strong emphasis on a robust, yet sophisticated loyalty technology. As a true innovator, the company is not only developing new features for its software but also developing hardware solutions to bring the loyalty experience to the retail space.
Antavo aims to be the best-in-class product globally, and 60% of the company's revenue is reinvested in the R&D of loyalty technology.

As a global company, Antavo empowers clients like BMW, KFC, Lagardère, Kathmandu, League, BrewDog, and more.

Antavo isn't just building an industry-leading loyalty technology, but also a company culture centered around teamwork, recognition, and personal growth. As such, the company offers a remote-first, fast-paced environment, where you will be part of something truly game-changing.

What we will provide

- Anonym, but consistent events collection in JSON format with documentation. Data will be shared on Slack, at the beginning of the hackathon.
- Domain Knowledge:
- The Antavo developer documentation — Antavo LMP API Documentation documentation
- Our mentors will be available for you to answer questions. Don't forget to book a slot for mentorship!

Implementation and technology

We will not restrict the programming languages, or the tools used. You are free to use the tech stack that you are most comfortable with to create your prototype. FYI we use this stack: Antavo Enterprise Loyalty Cloud - Antavo Tech Stack

Judging criteria

- Innovativeness
  - How unique the idea is
- Feasibility
  - The idea is feasible in the current world with common software or hardware technologies.
  - From a business perspective, how useful is the prototype?
  - Future plans for improvement.

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- How can we change the dataset behind the solution?
  - Impact/Value
    - How can we generate revenue with this model?

  - Sustainability
    - Is the chosen technology easy to understand and maintain? For example:
      - easy to upgrade
      - easy to integrate into any system
      - easy to extend or change.
  - Prototype / presentation
    - We appreciate a most complete technical solution but we are aware of this is a prototype we can accept any limitations if you reveal them.
    - Your authentic presenter is able to focus on the key points with a well-structured presentation, with some technical details.
    - Emphasizes how can use it in our business.

Prizes

The winner of the challenge will take home 1,500 €.