# Wells Fargo Campus Analytic Challenge

**Executive Sponsors**

Office of Innovation

Enterprise Social Media

Chief Data Office – Enterprise Data and Analytics

**November 9, 2015**

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# What Are We Talking About Today?

- Social Media (bugaboo)
- Our Challenge to you
- Who is your competition?
- Requirements to sign up
- When does this all take place?
- How are the winners chosen?
- "What's in it for me?"

# Social Media (bugaboo)

@BankC is trash af. My #!@*$% money won't be available until the 4th? !#$% do you mean? Sorry $!#%@!$. I'm $!#%@!$ to off.

With love to BankA India "Please kill yourself.. but first kill your net-banking service..!!"

switches to BankB because i was told i would have no international atm fees with a partner bank…. they take 3% fees of your withdrawal *… Name bad i cant do anything from her

I deposited 2 checks tonight at a BankA ATM unfortunately the ATM read only one of the two checks and when I clicked "no" when it asked if it was the correct amount it still continued to process. Will my correct amount be deposited into my account? How do I ensure that I get my money as the ATM only deposited half of the total of what I put in the machine.

well thats it for BankB… Name Name the Name time… hit myself with Name Name 35 bucks each… Name something from amazon that was processing that i didn't subscribe too… called them up they were nice Name the money BankB  in my account only Name between vehicle insurance Name was taken out… Name i was hit with a over Name the very next day… went Name that this money was being Name BankB  into my account… Name they were saying Name we cant give you BankB  these over draft fees Name… now the money from amazon is BankB  in there… Name these charges as the phone now took something out… Name getting Name with a third over Name… as well as a 5 buck charge that i made at the Name store over a week Name… forth over Name… along with if the balance isn't up in a week… fifth over Name… in which i have a Name card not a Name card… they arent supposed to pay anything if i have insufficient funds in my account…i dont care Name… i gave authorization to Name Name for certain things…i gave authorization to pay which i had the funds in my account not when i dont…in which they keep all of these purBank is processing Name… weeks after i already paid for something… in word they flip Name the dates around as to which i bought something something along with the receipts that i have… just to flip Name the order around…deliberately to "no"the people who i over Name… where Name Name for Name… i already went to theNme Name at this bank about how this banks was shark business tactics 2 Name Name at this bank reimbursedme these over Name…now Name i was coming to take out my business to another bankBankB  at this time BankB  was only have this delayed…to which here it is again… they to Name… you wanna steal for Name… make about stop one Name disease along with my money!!!!!!!!!!!!!!!!!!

@BankD your bank is THEEEEEEEEEEEE worst

# Our Challenge to You

**New Insights**

Using the data set to be provided, what financial and bank topics**\*** are consumers discussing in social media and what caused the consumers to post online about these topics?  Are the topics and "substance" consistent across the industry or are they isolated to individual banks?  (**\*** Focus only on BankA, BankB, BankC and BankD in the dataset)

EXAMPLES FROM THE DATASET - Comment, Topic, and Substance could be:

**Customer Comment:**

I will never bank again with BankA. Today, I simply wanted to close the savings account at the Bank Location on Address.  Personal banker Name gave me such a hard time. Because of this, I will never bank at BankA and will tell everyone I know of the poor customer service
- *Potential Topic:* "Customer Attrition"
- *Potential Substance(s):* "Poor customer service"

**Customer Comment:**

@BankD your bank is THEEEEEEEEEEEE worst
- *Potential Topic:* ??
- *Potential Substance(s):* ??

**New Approach**

Develop a repeatable process that identifies, classifies, and extracts the underlying drivers in social media data.

**Deliverable**

Each submission will contain a written report with the following sections:

- Deliverable A: Describe your Approach and Methodology, including a visual representation of analytic process flow
- Deliverable B: Discuss the data and its relationship to social conversation drivers
- Deliverable C: Document your code and reference the analytic process flow-diagram from deliverable A
- Deliverable D: Create list of topics and substance you found
- Deliverable E: Create narrative of insights supported by quantitative results (should include graphs or charts)

# Who is Your Competition?

- Arizona State University

- Carnegie Mellon University

- College of Charleston

- Georgia Tech

- Illinois Institute of Technology

- Iowa State University

- New York University

- North Carolina State University

- Saint Mary's College of California

- Stanford University

- University of California Berkeley

- University of Minnesota

- University of North Carolina at Charlotte

# Applying for the Challenge

- **ELIGIBILITY:** This Challenge is open to students from the participating Colleges and Universities who are legal residents of the United States, 18 years of age or older as of the date they electronically agree to the terms and conditions on the MindSumo Wells Fargo Campus Analytics Challenge homepage.  There is no entry fee or purchase is required to participate.

- **PARTICIPATION:**  The Challenge is set up for an individual student to submit a single solution.  You may work in teams, but only one student can register and submit the solution to the Challenge.  If your solution wins, the check will be made payable to the individual student who registered and is representing the team.  The registered individual student is the only one eligible for the trip portion of the prize.

- **REQUIRED SIGN UP INFORMATION:**
  - ❑ Along with a valid university email address, the following information will be requested at the time of sign-up at MindSumo.com on November 9th:
    - ❖ Your name
    - ❖ Permanent address
    - ❖ Primary phone number
    - ❖ Campus contact information
    - ❖ Resume

# Challenge Details

- **SCOPE:** Students from 13 top rated Colleges and Universities will compete to develop a solution to a real-world business question posed by Well Fargo's Enterprise Social Media and Enterprise Data & Analytics teams

- **WHEN:** November 9th – 30th 2015
  - ❑ The details of the analytic challenge will be available to students beginning at 12 Noon pacific time on November 9th
  - ❑ Solutions from the competitors are due by 12 Noon PT on November 30th
  - ❑ In addition, the 5 winners will receive a 3-night/2-day trip to San Francisco to attend the Wells Fargo Analytics Conference in late February/early March 2016

- **COMPETITION DESIGN:**
  - ❑ The challenge will be hosted virtually on MindSumo's collaborative platform at http://www.mindsumo.com/contests/wells-fargo
  - ❑ All challenge Question & Answer interactions between students and Well Fargo team members will take place virtually on the MindSumo platform and will be visible to all
  - ❑ Students will download the data on their own computers and perform the analysis using their analytic software of choice
  - ❑ Students will post their analytic solution on MindSumo's online platform in the form of an analytic report

- **SPONSORS:** The challenge is sponsored by three Wells Fargo teams:
  - ❑ Office of Innovation
  - ❑ Enterprise Social Media
  - ❑ Chief Data Office – Enterprise Data and Analytics

# Challenge Details (Cont'd)

- **JUDGING CRITERIA:** Solutions will be judged on the following (criteria and possible 100 points):
  - ❑ Originality and Innovation: *10 points*
  - ❑ Quality of analytic report overall: *10 points*
  - ❑ Methodology and Approach: *20 points*
  - ❑ Business Objective addressed by the analysis: *5 points*
  - ❑ Data discussion: *10 points*
  - ❑ Documented code: *15 points*
  - ❑ Insight(s) – Analytics and Quantitative results: *20 points*
  - ❑ Summary of analysis: *5 points*
  - ❑ Appendix: *5 points*

- **PRIZES/AWARDS:**
  - ❑ 5 winners selected: $2000 each and a trip for one to San Francisco
  - ❑ $500 gift card to cover meal and travel expenses

# Additional Challenge Information

- For additional information on the challenge, please visit: http://www.mindsumo.com/contests/wells-fargo

# Appendix – Reference Notes

**Slide 2:  Why do we call Social Media a "Bugaboo"?**

- Comment:  "@BankD your bank is THEEEEEEEE worst" is an example of comments in the dataset that have no topic or substance and should be ignored for analytic purposes
- Comment: "With love to BankA India, Please kill yourself, but first kill your net-banking service" is an example of comments that present difficulty when identifying sentiment accurately, as this comment references love (positive), but is negative in this context
- Comment in background is an example of long comments that present challenges when performing text analysis

**Slide 3:  Key Points**

- Not all comments in the dataset are useful
- 2 examples are used to illustrate this point:  one comment is useful with topic and substance given as example, the other comment is not useful as it has no topic or substance
- Analysis should focus on BankA, BankB, BankC, BankD in the dataset

**Slide 4:  How were the Colleges and Universities selected?**

- List driven by Analytics Community of Practice – targeting schools based on geography of practitioners and their affinity
- Selections were also noted as Banner schools known for their Analytics practice, talent, R&D