Graduate Track - LMU 2025 Datathon Guidelines

https://r.isba.co/lmu-2025-datathon-graduate-track

About the Datathon

Welcome to the 3rd annual LMU Datathon. The Datathon is an intensive single-day event that brings together individuals with diverse backgrounds and expertise to collaborate on analyzing datasets and generating insights to address a specific problem statement. Participants have the opportunity to showcase their data skills, creativity, and innovation while competing for recognition and cash prizes.

1st place: $3,200
2nd place: $1,600
3rd place: $800

Location & Parking

The Datathon will take place at Loyola Marymount University (LMU) on Saturday, April 5.

Address:
1 LMU Drive
Los Angeles, CA 90045

Parking:
You may park in the Drollinger Parking Plaza. Parking is free on Saturdays.

Directions to Drollinger Parking Plaza:

- Enter campus via the Lincoln Boulevard entrance
- Continue straight past the guard booth on LMU Drive
- Follow signs for Drollinger Parking Plaza, which will be on your right
- Park in any spot not marked 'Faculty/Staff'

LMU Campus Map

Event Location: Hilton Center for Business

- The Hilton Center is about a 3-minute walk from Drollinger Parking Plaza

- Inside the building, take the stairs or elevator to the third floor
- Proceed to Hilton 300

Schedule

Date	Time	Activity	Location / Notes
Friday, April 4	5:00 PM	Sample Dataset Released	https://r.isba.co/lmu-2025-datathon-graduate-track
Saturday, April 5	7:00 AM – 7:45 AM	Registration and Breakfast	Hilton 300
Saturday, April 5	8:00 AM	Full Dataset and Problem Statement Released	https://r.isba.co/lmu-2025-datathon-graduate-track
Saturday, April 5	8:00 AM – 12:00 PM	Team Working Session: Analyze Data & Develop Presentations	Work anywhere on campus. Hilton lower-level classrooms will be open for team use.
Saturday, April 5	12:00 PM	Presentation Submission Deadline	https://r.isba.co/lmu-2025-datathon-submission-form
Saturday, April 5	12:00 PM – 1:00 PM	Networking Lunch	Hilton 300
Saturday, April 5	1:00 PM – 4:00 PM	Team Presentations	Hilton 031, Hilton 035, Hilton 063
Saturday, April 5	4:00 PM - 4:45 PM	Final Presentation Round	Hilton 300
Saturday, April 5	4:45 PM – 5:00 PM	Results Tally & Awards Announcements	Hilton 300 We will compile the results and announce the winners when all presentations are completed.

Teams and Mentors

If you have trouble finding your team or need help with anything else, please visit the registration desk outside Hilton 300. A team member will be available there all morning to assist.

Each team has been assigned at least one faculty mentor. Mentors are here to guide your thinking, ask thoughtful questions, and suggest helpful resources, not to give you answers. You're also welcome to connect with other mentors during the event.

You can find your assigned mentor and team information at
https://r.isba.co/lmu-2025-datathon-teams

Mentor contact info is listed below, and mentors will be onsite throughout the event to assist.

- Dr. Aditya Balaram: aditya.balaram@lmu.edu

- Dr. Arin Brahma: abrahma@lmu.edu
- Dr. Martin Kang: martin.kang@lmu.edu
- Prof. Greg Lontok: gregory.lontok@lmu.edu
- Dr. Arvin Mesgari: arvin.mesgari@lmu.edu
- Dr. Robbie Nakatsu: robbie.nakatsu@lmu.edu
- Prof. Alfredo Romero: alfredo.romero@lmu.edu
- Dr. Sina Zare: sina.zare@lmu.edu
- Dr. Youyou Tao: youyou.tao@lmu.edu
- Dr. Ace Vo: ace.vo@lmu.edu

Dress Code

The dress code for the Datathon is business casual. You'll be presenting to judges and professionals, so dress professionally while staying comfortable throughout the day.

Guest Wi-Fi Access

1. Connect to *LMU-Guest* on any device.
2. Open a browser and go to any webpage. You'll be redirected to a registration page. Enter your name and email, and then accept the terms.
3. Your login details will be shown and emailed to you. You can also download or receive them via text.

Problem Statement

The problem statements and instructions for accessing the full dataset will be posted on Saturday, April 5, at 8:00 AM.

Use the sample data to familiarize yourself with the structure and domain. Start by exploring descriptive statistics.

The graduate track has a predictive analytics focus.

Topic: Employee Wages

Problem Statement: *(Will appear here on Saturday, April 5 at 8:00 AM)*

Data Access

Sample Dataset:

https://lmu-2025-datathon-graduate-track.s3.us-east-1.amazonaws.com/sample.zip

```
IND Codes.xlsx
OCCSOC Codes.xlsx
sample_ACS.csv
```

Full Dataset: *(Details will appear below on Saturday, April 5 at 8:00 AM)*

- CSV Download
- MySQL Access

Data Dictionary:

`sample_ACS.csv`

Variable	Description
REGION	Census region and division
STATEFIP	State code based on FIPS coding scheme
ADJUST	Adjustment factor for income and earnings dollar amounts (6 implied decimal places)
PERWT	Person's weight
AGE	Age
CITIZEN	Citizenship status
YRNATUR	Year of naturalization
CLASSWKR	Class of worker (i.e. government, employee, private organization, self-employed)
SPEAKENG	Ability to speak English
TRANWORK	Means of transportation to work
LANGUAGE	Language spoken at home
MARST	Marital status
MARRNO	Number of times married
EDUC	Educational attainment
SEX	Sex
INCWAGE	Wages and salary income from past 12 months
UHRSWORK	Usual hours worked per week during past 12 months
WKSWORK1	Weeks worked during past 12 months
ANCESTR1	Ancestry, first response
INCOTHER	All other income from past 12 months
INCTOT	Total person's income from past 12 months
INCEARN	Total person's earnings from past 12 months
INCINVST	Interest, dividend, and rental income from past 12 months
EMPSTAT	Employment status

DEGFIELD	Field of degree, first entry
DEGFIELD2	Field of degree, second entry
INDNAICS	Industry according to North American Industrial Classification System
RACE	Race
OCCSOC	Occupation, classified according to 2018 Standard Occupational Classification (SOC)
TRANTIME	Travel time to work
IND	Industry
ARRIVES	Time of arrival at work
DEPARTS	Time of departure for work
NCHILD	Number of own children in the household
BPL	Place of birth

Tool Usage

Participants may use any tools for data analysis, visualization, and presentation.

All final presentations must be submitted in PowerPoint (.pptx) format. If using tools like Google Slides, Canva, or Keynote, you must export to .pptx and verify formatting.

You are encouraged to use tools that suit your team's strengths. Common choices include:

- Analysis: Excel, Google Sheets, SQL, Python, R
- Visualization: Tableau, Power BI, Looker, Excel Charts

You'll need to embed your visualizations directly into your PowerPoint slides. External apps or links won't be accessible during your presentation.

You are not limited to these examples. Feel free to use any tools that best support your team's workflow and abilities.

Presentation Format

Timing

- 10-minute presentation
- 5-minute Q&A
- Presentation slots will be randomly assigned. You can view your presentation location and slot at https://r.isba.co/lmu-2025-datathon-teams
- Timekeepers will give a 2-minute warning

- There will be a hard stop at the 10-minute mark

Presentation Outline

1. Introduction (1 minute)

- State the stakeholder(s) and their core concern
- Define the problem you're solving for the stakeholders
- Summarize your objective

2. Data & Methodology (2 minutes)

- Brief overview of datasets used
- Key data preparation steps (cleaning, transformations)
- Analytics methods used
- Why those methods were appropriate

3. Insights (3 minutes)

- Present 2–3 main insights
- Use clear visuals (charts, tables) to support insights
- All visuals must be embedded in the PowerPoint file - no external links or live dashboards

4. Recommendations (2 minutes)

- 1-2 actionable suggestions
- Tie each recommendation directly to an insight

5. Limitations & Final Takeaway (1–2 minutes)

- Briefly mention known limitations
- End with a clear summary: what you found, what it means, what should happen next

Slides must be submitted in PowerPoint (.pptx) format only.
If you are using tools like Google Slides, Canva, or Keynote, please export and confirm that the formatting appears correctly in PowerPoint.

Note: No edits will be allowed after submission. The uploaded file will be used exactly as-is during your team's presentation.

Presentation Order and Presentation Room Assignment
https://r.isba.co/lmu-2025-datathon-teams

Attendance

Your team must stay for all presentations in your assigned room to support your peers, hear the judges' feedback, and ensure fairness. You may be called to present earlier if we run ahead of schedule.

Submission Instructions

Have one team member submit this form by Saturday, April 5, 12:00 PM:
https://r.isba.co/lmu-2025-datathon-submission-form

Judging Criteria

Impact & Actionability:

- Do the insights and recommendations clearly address the problem statement?
- Are the recommendations practical and well-supported by the analysis?

Analytics:

- Did the team address any issues related to data quality or data transformations?
- Were the analytical methods appropriate for the problem? Were they implemented correctly and clearly explained?

Presentation & Data Storytelling:

- Are visuals effective in supporting findings?
- Did the team communicate their work in a structured, concise, and compelling manner?

Innovation & Creativity:

- Did the team show innovative use of data?
- Does the solution demonstrate out-of-the-box thinking?

All criteria are of equal weight.

Sponsors and Organizers

Sponsors:
MSBA board member Ryan Komagome '03, MBA '04
Rob Crandall, Resolution Economics, MBA '03

Organizers: LMU ISBA and MSBA departments and the ISBA Society

Judges

Rob Crandall	Partner/President, Resolution Economics
Joseph Wilkerson	Senior Manager, Resolution Economics
Mark Bergenholtz	Manager, Resolution Economics
Margaret Mabie	Manager, Resolution Economics
Jeff Monson	Consultant, Resolution Economics
Zoe Kim	Consultant, Resolution Economics
Mallika Chandra	Consultant, Resolution Economics
Kate Alavez	President, Promoshop LA
Jay Garcia	President, Jay Garcia Group
Mayank Arora	Master Data Analyst, Currie & Brown
Richard Tang	Faculty, Marketing, LMU
Daniel Noa	Manager, Strategic Promo Planning, Fox
Ryan Komagome	Senior Director, Business Finance, Thumbtack
Cian O'Brien	Data Informatics Analyst, ServiceNow
Chris Delja	Technical Architect, Salesforce
Arshak Mkhitaryan	Senior Analyst I, Willdan
David Rider	Manager, Security Data Science, ServiceNow
Jody Skenderian	Executive Director, Strategic Partnerships & Initiatives, LMU
Herat Devisha	Senior Data Analyst, LMU
Diego Estuar	Operations Analyst, Cedars Sinai

Code of Conduct

- Foster a collaborative and professional learning environment.
- Conduct data analysis professionally, ensuring data accuracy, integrity, and ethical use.
- Analyses and findings are original in nature.