

ALL  
MAJORS  
WELCOMED

# DATA DESIGN CHALLENGE

Design a **Twitter**  
**Sentiment Analysis** for  
the Midterm Elections!

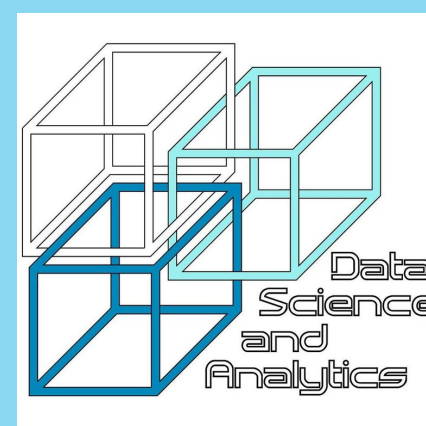
Winners will receive a  
\$10 **Amazon** Gift Card

**Bing Hots** will be served

Guest Speaker:  
**David Whalen**, BU Alum  
& Owner of Bing Hots



**TUESDAY**  
**NOVEMBER 13TH**  
**6:30-8 PM**  
**UU 202**



**\*SPEAKER STARTS AT 6:45 PM**  
**\*COMPETITION STARTS AT 7 PM**



## *Data Design Challenge*

### *Rules & Rubric*

**Prompt:** Design a *Twitter Sentiment Analysis* to analyze tweets about the Midterm Elections

**Team:** 3-4 Members

**Deliverables:** Create a (1) *Pitch* and (2) *Design* of Your Team's Sentiment Analysis in 35 Minutes

**Bonus Points:** Create a *Powerpoint* (Minimum 3 Slides)

**Criteria to Win:** Top 2 Teams with the *Highest Scores* (Maximum 45 Points)

**Prize:** Each Member of the 2 Winning Teams Will Get a *\$10 Digital Amazon Gift Card*

**Evaluation:**

- Judges will be composed of UIF Fellows and E-Board Members from Collaborating Clubs
- Judges will pair up and each pair of judges will evaluate 1-2 teams
- Judging will happen simultaneously
- Teams will have *3 minutes to pitch* and *1 minute for Q&A*

| Rubric:   | Team Name: _____ |   |                 |   |              |
|---|------------------|---|-----------------|---|--------------|
| [Category 1] Business Aspects                                     | <i>Poor</i>      |   | <i>Mediocre</i> |   | <i>Great</i> |
| [1.1] Target Customers: Who would benefit / use this?             | 1                | 2 | 3               | 4 | 5            |
| [1.2] Marketing: How would you reach them?                        | 1                | 2 | 3               | 4 | 5            |
| [1.3] Profitability: What would be the revenue streams?           | 1                | 2 | 3               | 4 | 5            |
| [Category 2] Creative Aspects                                     | <i>Poor</i>      |   | <i>Mediocre</i> |   | <i>Great</i> |
| [2.2] Scope: What is the goal of your sentiment analysis?         | 1                | 2 | 3               | 4 | 5            |
| [2.3] Design: What does the front end / user interface look like? | 1                | 2 | 3               | 4 | 5            |
| [Category 3] Technical Aspects                                    | <i>Poor</i>      |   | <i>Mediocre</i> |   | <i>Great</i> |
| [3.1] What are the tools for implementation?                      | 1                | 2 | 3               | 4 | 5            |
| [3.2] What are the restrictions for implementation?               | 1                | 2 | 3               | 4 | 5            |
| [3.3] How coherent is the model / flowchart?                      | 1                | 2 | 3               | 4 | 5            |
| [Bonus Category] Presentation                                     | <i>Poor</i>      |   | <i>Mediocre</i> |   | <i>Great</i> |
| [Bonus] Create a powerpoint (minimum 3 slides)!                   | 1                | 2 | 3               | 4 | 5            |
| <i>Total Points:</i> _____  |                  |   |                 |   |              |

---

## *Data Design Challenge*

### *Event Itinerary*

---

#### [Attendance] Collaborating Organizations:

- Office of Entrepreneurship and Innovation Partnerships - *Emma Baudendistel and Cory Kimmel*
- UIF Fellows - *Shabie Achil, David Jacobson, Hannah Werner, and Vivian Wu*
- BU Data Science and Analytics - *Rob Valdez and E-Board Members*
- Enactus - *Alex Gross, Dana Tungpalan, Hannah Werner, and E-Board Members*
- HackBU - *Cris Forno, Ryan McCormick, and E-Board Members*

#### [Guest Speaker] *David Whalen:*

- BU Alum - Bachelor of Science in Business Administration
- Founder and Owner of Binghamton Hots - Founded in 2011
- President of Hots Franchise - Established in 2017

#### [Agenda]

- **6:30** - Doors open and food available
  - **6:37** - Ask everyone to take a seat and thank everyone for coming
  - **6:38** - Have collaborating organizations introduce themselves
  - **6:43** - Introduce guest speaker
- **6:44** - Guest speaker starts
  - **6:44 to 6:54** - 10 minute Talk
  - **6:54 to 6:59** - 5 minute Q&A
  - **6:59** - Thank guest speaker for coming and move onto challenge
- **7:00** - Challenge starts
  - **7:00 to 7:02** - Explain rules and prompt
  - **7:02 to 7:07** - Play Youtube video to further explain sentiment analysis:  
[https://youtu.be/o\\_OZdbCzHUA](https://youtu.be/o_OZdbCzHUA)
  - **7:07 to 7:10** - Participants get into teams of 3-4 and judges get into pairs of 2
  - **7:10 to 7:44** - Participants work on challenge and judges facilitate
  - **7:34** - Give 10 minute warning
  - **7:39** - Give 5 minute warning and ask judges to pair up with their partner
- **7:44** - Judging starts simultaneously and teams have 3 minutes to Pitch and 1 minute for Q&A
  - **7:44** - Announce judging round
  - **7:45 to 7:49** - Judges evaluate first team
  - **7:49 to 7:53** - Judges evaluate second team
  - **7:54** - Judges add up total points for each team
  - **7:55 to 7:57** - Judges come together to decide on the 2 winning teams
- **7:58 to 8:00** - Announce the 2 winning teams and thank everyone for participating