COMPETITOR PROSPECTUS
DATA *CHALLENGE*

The 8th annual UNB Data Challenge will bring together teams of students from across Canada to demonstrate the power of open data.

Competitors will use creativity and imagination to build an Infographic Poster and Presentation to tell a data story through data visualizations featuring open data from governments, non-profits, and NGOs. The Infographic Poster and Data Story Presentation are used to communicate and insight, story, recommendation or new idea. The Data Challenge will highlight the community-wide benefits of open data, including identifying potential improvements to government services and processes.

Teams will compete for over $4,500 in prize money! **All events are virtual.**

How Does it Work?

Competitors will analyze, interpret, and compile existing data and present a recommendation or solution on subjects ranging from social, environment, and economic.

The challenge is to convert this complex data into an easy-to- understand presentation and communicate it to the judges.

Pictured: Team *Three Sisters* wins 3rd place in the Infographic category in 2021

We have included several data sets for you to choose from. The data sets are available to all participants however we look forward to your unique interpretation of this information. You are also welcome to use other open data sets that are publicly available such as from StatsCan, municipal open data portals, etc.

Why Participate?

Our judges are work in government, business and academia with expertise in business analytics and data visualization. Many represent employers looking to fill positions and are looking to connect with and identify high-potential students. Over $4,500 in prizes will be awarded to the top teams.

Who Participates?

Teams from across Canada participate in the Data Challenge. In 2023, over 100 students participated, representing 8 schools including UNB, Schulich School of Business (York University), St. Clair College, NBCC, Ontario Tech University, and Lambton College.

The UNB Data Challenge is open to all students enrolled in a post-secondary institution in any discipline. Applicants can register either individually or in teams of up to four members. Each team may submit one Infographic Poster and one Data Story Presentation which they must prepare themselves.

Deliverables

Your team will select one of the provided open data sets (or your own publicly available data set) and prepare:

1. An Infographic Poster

2. A 7-minute Data Story Presentation delivered to the judging panel (using Zoom), highlighting key findings in the data and offering potential solutions

Your team's infographic and presentation will be evaluated by the judges. Winners will be announced at the Data Challenge on November 29, 2024.

Competitive Rounds

Infographic Poster Round: all teams who submit their infographic by Nov. 20 will be judged in the Infographic Round. The first, second and third place winners will be announced on Nov. 29 at the UNB Data Challenge!

Data Story Presentation Round: A committee will select the top 24 teams from among the Infographic submissions to present via Zoom. These teams will be invited to present to the judges a 7-minute PowerPoint presentation exploring their Infographic on the morning of Nov. 29. Your job is to highlight key insights from the data and offer potential solutions. The judges will select 6 finalists to present in the afternoon of Nov. 29 and will select 1st, 2nd and 3rd place winners!
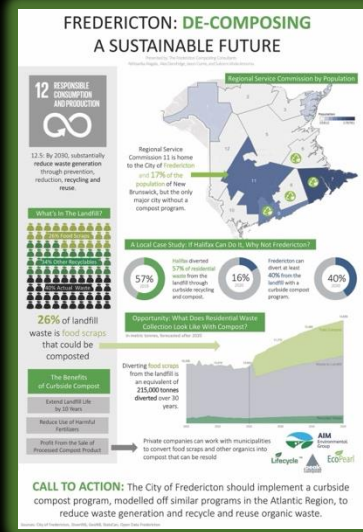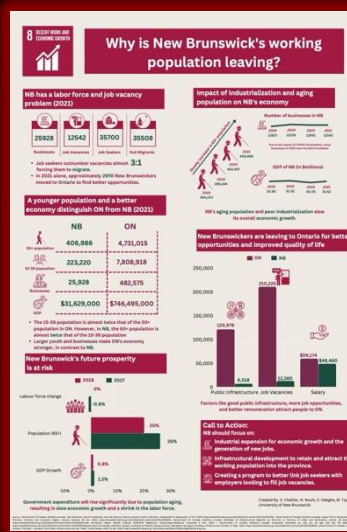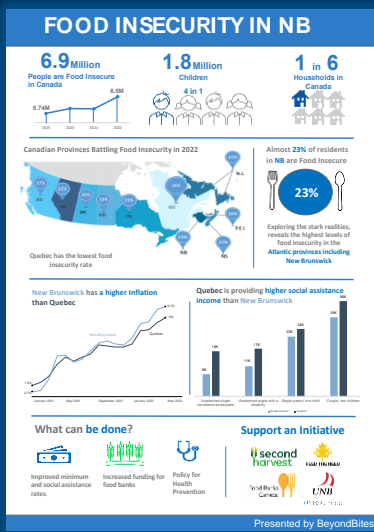
INFOGRAPHIC ROUND

Teams	All teams who submit on Nov. 20 will be entered into the Infographic Round
Submission deadline:	Nov. 20, 2024 Upload file at the end of application link
Submission format:	Letter format (8.5"x11") Portrait or landscape Max 10 MB File type: PNG/JPG

PRESENTATION ROUND

Teams	Top 24 teams submitting Infographics will be selected for the Presentation Round
Submission deadline:	Nov. 29 if selected to present. PowerPoint slides.
Presentation rounds:	Qualifier & Final Nov. 29, 2024 (Zoom)
Presentation time:	7 minutes
Judge Q&A:	8 minutes

Sample Infographic Posters

Click to View Sample Infographics

Sample Data Story Presentation

Click to View a Sample Presentation

Data Sets

Teams select one of the themes below to examine using a publicly available open data set. Teams may use the open data sets below, or any publicly available open data set. Your analysis should focus on your city, province, region (or Canada as a whole where appropriate).

The judges will be looking for how you interpret and read the data in a different and unique way. Your goal is to communicate an insight, story, recommendation, or new idea using the data set that can help decision makers better understand an issue and develop solutions that work.

Theme: Economic
- Housing availability and affordability in your city/province
- Post Covid-19 population growth in your city/province
- Office space utilization post-Covid (e.g. using Google Places data) in your city/province
- The impact of inflation in your city/province
- Housing availability and affordability in your city/province
- Population growth and immigration in your city/province
- Changes in employment (quiet quitting, remote work, retirements, labour shortages) in your city/province
- Effect of construction on business activity in in your city/province (e.g. using Google Places data)

Theme: Environment
- Frequency and impacts of extreme weather events (e.g. forest fires, floods, hurricanes) in your region
- Climate change impacts on humans, plants and wildlife in your city/province

Theme: Social Issues
- Poverty levels in your city/province
- Homeless and unhoused population characteristics in your city/province
- The impact of Airbnb rentals on housing in your city/province
- Mass transit coverage in your city/province

Theme: Health Care
- Access to healthcare in your city/province
- Availability of professionals (physicians, nurses, support staff) and future trends in your city/province

Your Own Theme:
- Choose your own theme, as long as your data set is publicly available, relevant, timely and is focused on social, economic health issues. We recommend you use the United Nations' 17 Sustainable Development Goals as a guide.

Suggested Open Data Sets

www.kaggle.com
www.open.canada.ca
https://data-fredericton.opendata.arcgis.com
https://www.statcan.gc.ca/en/microdata/dli/data/all
https://gnb.socrata.com/
https://nb.211.ca/search/

You are encouraged to use any publicly available open data set!

Key Dates

Nov. 1, 2024   "Kick Off Session", Zoom, 12pm-1pm AT Register
Nov. 8, 2024   "Acing Data Viz with Ray Harris", Zoom, 12pm-1pm AT
                Register
Nov. 20, 2024   INFOGRAPHICS DUE 11:59pm AT
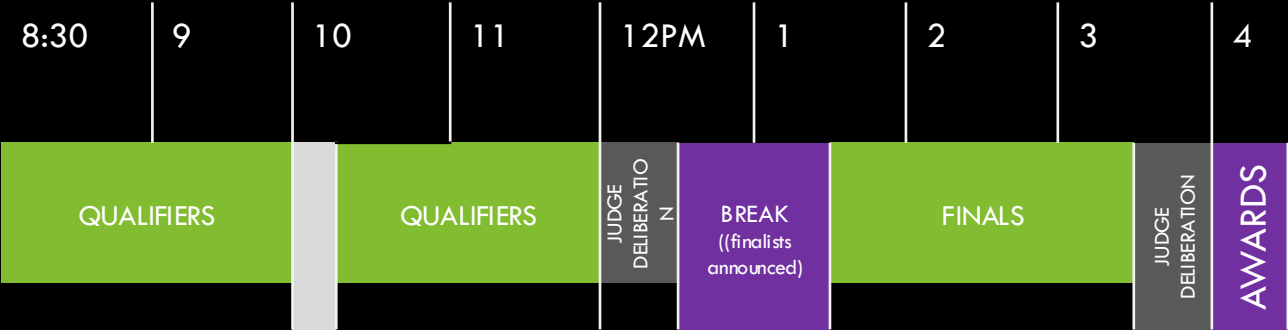Nov. 22, 2024   Top 24 teams announced to compete on Nov. 29
Nov. 29, 2024   Finalists present at Data Challenge, Zoom, 9am-4pm

Finals Schedule (via Zoom)

November 29, 2024

Below is the tentative schedule. The official schedule with specific time slots for each team will be released in November.

8:30	9	10	11	12PM	1	2	3	4

| QUALIFIERS | QUALIFIERS | JUDGE DELIBERATION | BREAK ((finalists announced) | FINALS | JUDGE DELIBERATION | AWARDS |

Prizes

Infographic Poster:
1st Place: $750
2nd Place: $500
3rd Place: $250

Data Story Presentation:
1st Place: $1,250
2nd Place: $1,000
3rd Place: $750

[Apply to Compete!](#)

Or visit:

[unb.ca/datachallenge](#)

Questions?

Contact:

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Visit our website:

[unb.ca/datachallenge](#)