UNB | International Business & Entrepreneurship Centre

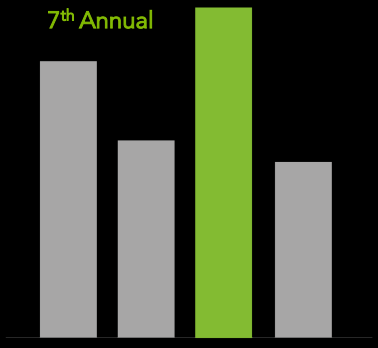
November 18, 2022

COMPETITION GUIDELINES

DATA *CHALLENGE*

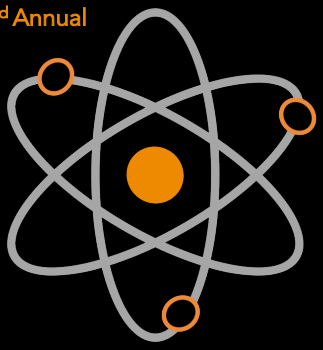
This November, UNB's International Business & Entrepreneurship Centre (IBEC) will host it's 7th **annual** data competition. **The Data Challenge** brings together 3 competitive events: Data Visualization, Data Analytics and Data Sprint. Within these competitions, **participants online and in person** demonstrate the power of **data storytelling**, connect with leaders in academia, government and industry, while competing for **$10,000 in prizes**.

7th Annual



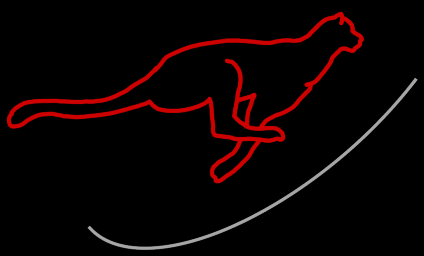
DATA VISUALIZATION COMPETITION

3rd Annual



DATA ANALYTICS COMPETITION

3rd Annual



DATA SPRINT COMPETITION

JUMP TO: VISUALIZATION | ANALYTICS | SPRINT | SCHEDULE

OVERVIEW

Participants will showcase their ability to tell a story driven by data in three unique competitive formats. Teams can take part in one or all events. It is an ideal setting for students and non-students to get engaged, network with leaders in academia, government and the private sector, and to explore the world of data science.

Pictured: Team *Three Sisters* wins 3rd place in the Teaser Poster category and takes home $250.

All tracks will challenge competitors to demonstrate the power of data through analysis and visualization, but each track varies by data set and preparation time. In **Data Visualization**, teams will assess and analyze **any open data set** related to one of the 17 Sustainable Development Goals and present to an audience to communicate a recommendation, story or new idea. The **Data Analytics** competition will challenge participants to work on **one of the data sets provided at month in advance**, put their analytical skills to the test and present their insights to an audience. The **Data Sprint** is a hackathon-style competition testing each team's speed, accuracy and creativity on **a single robust data set**. For a detailed overview of the competition tracks, click here.

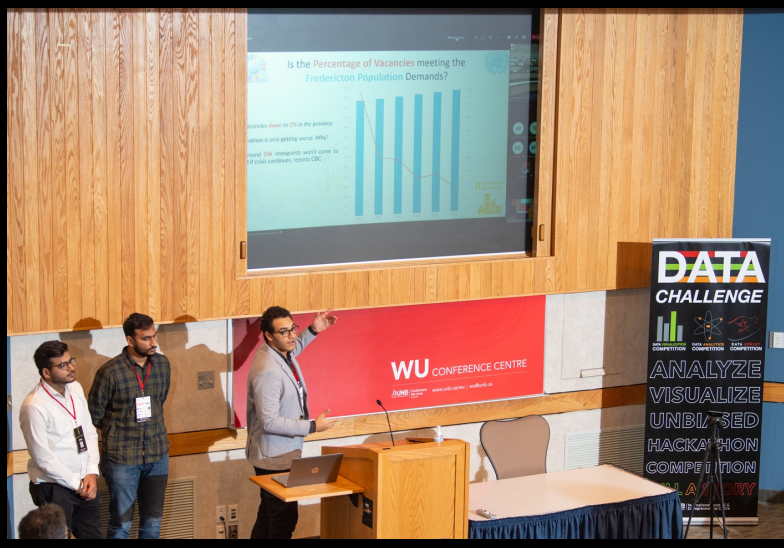
Data Challenge Tracks

TEAMS CAN COMPETE IN ANY OR ALL TRACKS!

	Data Visualization	Data Analytics	Data Sprint
Data Sets			
Type	Open data	Choice from 5 data sets	1 data set
Data Availability	Available now	October 21	November 11
Presentations			
Time	4 minutes	10 minutes	4 minutes
Elimination Round	Yes	Yes	No
Prizes	1st, 2nd, & 3rd place	1st, 2nd, & 3rd place	1st, 2nd, & 3rd place
Theme-based Awards	TBD	TBD	TBD
Poster Round	Infographic	Teaser poster	No
Prizes	1st, 2nd, & 3rd place + viewer's choice	1st, 2nd, & 3rd place + viewer's choice	

7th Annual

DATA VISUALIZATION COMPETITION



In this track, teams will assess and analyze any **publicly-available data** related to one of the **17 goals of the 2030 Agenda for Sustainable Development** and present to an audience to communicate a recommendation, story or new idea. This allows for better decision-making and more varied solutions to problems that span a wide range of social, environmental and economic topics.

SUSTAINABLE DEVELOPMENT GOALS

Your Goal:

- Present your data story to a panel of judges through data visualizations (charts, graphics, etc.) using any software (PowerPoint, Tableau, etc.)
- Highlight key findings in the data and offer potential solutions
- Show Canada's level of progression in the 2030 Agenda for Sustainable Development

PRESENTATION

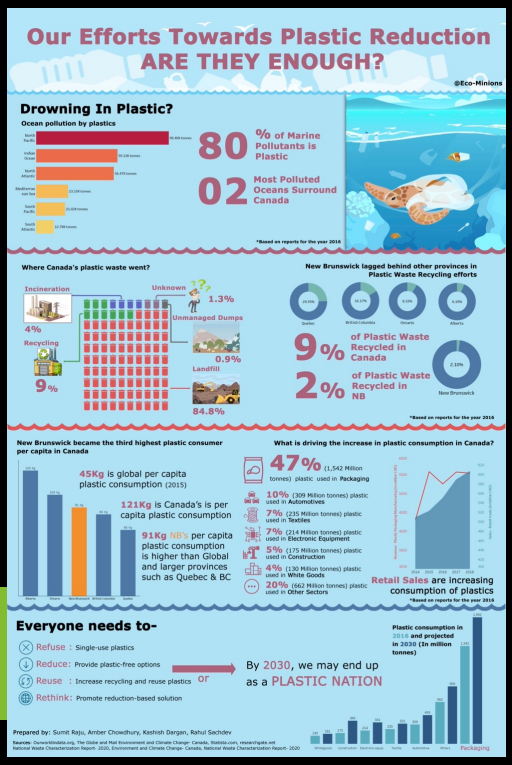
Presentation Submission:	November 17 Submit to ibec@unb.ca
Presentation rounds:	Qualifier & Final
Presentation time:	4 minutes
Judge Q&A:	10 minutes
Prizes:	1st place: $1,000 2nd place: $500 3rd place: $250

INFOGRAPHIC

Submission deadline:	November 6 Submit as JPEG/PDF/PNG to ibec@unb.ca
Details:	Portrait format (20" X 30") Minimum 300 DPI
Prizes:	1st place: $750 2nd place: $400 3rd place: $250 Viewer's choice: $150

Important Notes:

- You can use an open data set provided it is related to at least 1 of the 17 sustainability goals
- Feel free to use multiple data sets to tell a comprehensive story combining themes
- You are not required to present your infographic, but it will be showcased online and at the Wu Centre



INFOGRAPHIC EXAMPLE
2021 1st place winner,
Team Eco-Minions

CRITERIA	DESCRIPTION	SCORE
Clear Purpose/Message	The team is telling a story and providing a clear and compelling take-home message from their visualization	1 to 5
Shows comparison & contrast	The team has used multiple sets of data and effectively compared and contrasted data	1 to 5
Causality and explanation is provided	Underlying reasons for differences in data are offered	1 to 5
Display	Presentation is well organized and displayed well to permit improved understanding	1 to 5
Information is layered	All components are well organized to show the relationship between the data	1 to 5
Participant can answer questions	The data is presented in such a way that the user can easily answer questions about the data visualization	1 to 5
Presentation	Connects with the audience, displaying heart and enthusiasm; convincing and confident	1 to 5

3rd Annual

DATA ANALYSIS COMPETITION

In this track, teams must **choose one of 5 curated data sets** provided on **October 21st**, one month before competition. You will need to present your analysis and insights based on your chosen data set to a panel of judges. During your presentation, you must show all the **steps, tests, justifications, and decisions** you took to arrive at your insight/prediction. You must be able to explain these steps clearly and concisely.

Your Goal:

- Wrangle data sets so they can be used for analysis
- Select the appropriate statistical techniques to apply to your analyses, including conducting appropriate tests
- You may use any software such as SPSS, Stata, R, Python, etc.
- Correctly interpret the results
- Provide predictions and insights as if to a decision maker

PRESENTATION

Presentation Submission:	November 17 Submit to ibec@unb.ca
Presentation rounds:	Qualifier & Final
Presentation time:	10 minutes
Judge Q&A:	10 minutes
Prizes:	1st place: $1,000 2nd place: $500 3rd place: $250

TEASER POSTER

Submission deadline:	November 6 Submit in Word Document to ibec@unb.ca
Details:	In 3 sentences/questions, generate curiosity for your presentation
Prizes:	1st place: $750 2nd place: $400 3rd place: $250 Viewer's choice: $150

Important Notes:

- You may link to any other publicly available data set if you like, but these other data sets that you bring in should serve to bring out insights in the provided data set
- You can use any method for displaying your analysis, so long as it can be presented via MS Teams
- You are not required to present your teaser poster, but it will be showcased online and at the Wu Centre

TEASTER POSTER EXAMPLE
2021 1st place winner,
Ryan Amaral

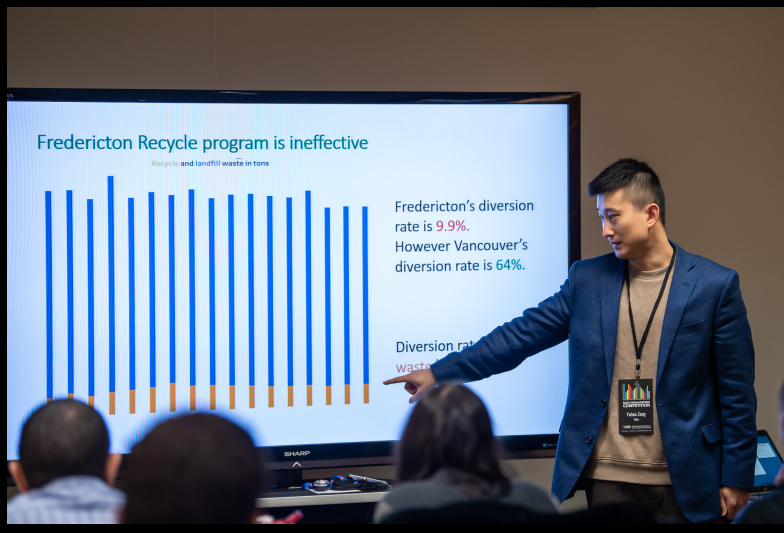
How does the degree of vehicle ownership within a country relate to mortality rate?

As the distribution of age changes within a country, how are the mortality rates of different age groups affected?

If there is generally a relationship between how developed a country is and its mortality rates, are there any notable outliers from which we can learn?

CRITERIA	SCORE
Clearly articulated problem/question	1 to 3
Well-articulated research hypothesis	1 to 3
Clear rationale for choice of (a) statistical method(s)	1 to 3
Checks (i.e., normality, variance, etc.) conducted for appropriateness of method(s)	1 to 3
Consideration of privacy and ethical concerns	1 to 3
Appropriate use of charts as part of analysis	1 to 3
Clear verbal explanation of analysis	1 to 3
Correct interpretation of results (with confidence levels)	1 to 3
Clear visual presentation of results	1 to 3
Clear translation of final results into non-technical language	1 to 3

3rd Annual



DATA SPRINT COMPETITION

In this track, the fun **hackathon-style competition** will put your data skills to the test in a time-tied scenario. There is little preparation required as the **data set will be provided on November 11**. The ideal team will have candidates strong in analytics and visualization, but being able to tell a story with data is key! With only one week to get familiar with the data set, your speed, accuracy and creativity will be put to the test.

Your Goal:

- Answer the questions provided with the data set
- Wrangle the data sets so they can be used for analysis
- Prepare a short presentation
- Showcase your methodology, findings and recommendations
- You may use any software such as Tableau, SPSS, Stata, R, Python, etc. to conduct your analysis
- Correctly interpret the results
- Provide predictions and insights as if to decision makers

PRESENTATION

Presentation rounds:	One round
Presentation time:	4 minutes
Judge Q&A:	10 minutes
Prizes:	1st place: $1,000 2nd place: $500 3rd place: $250

Important Notes:

- You may only use the data set provided to answer the included questions
- At least one team member must attend a pre-event Q&A with the ringmaster on November 15th
- You can use any method for displaying your analysis, as long as it can be presented via MS Teams

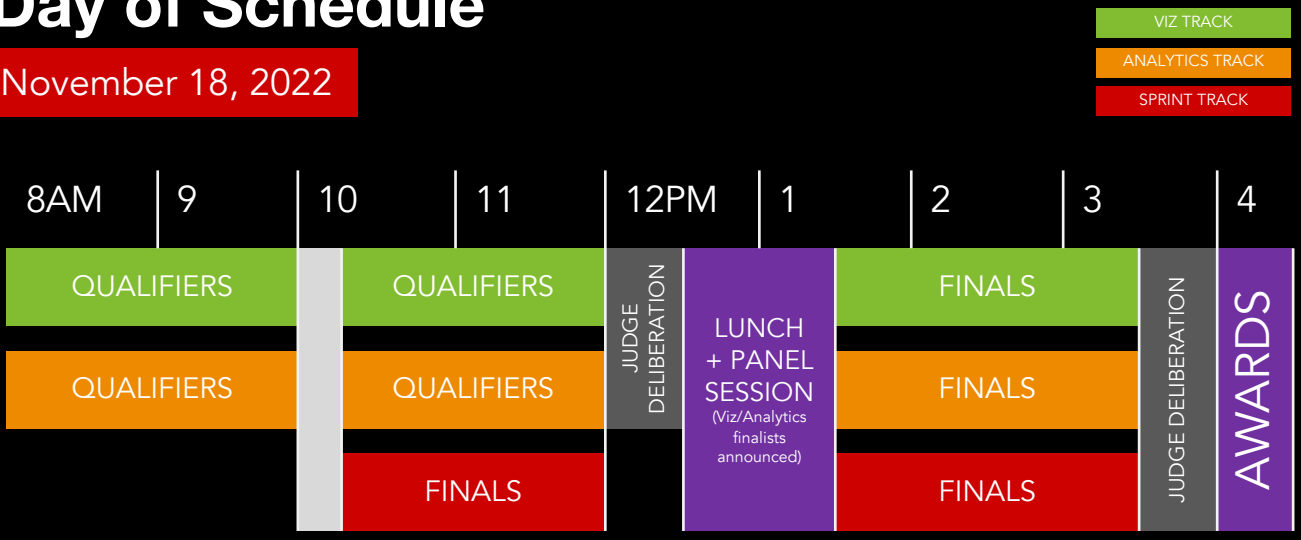
CRITERIA	WEIGHT	SCORE			
		5 points	10 points	15 points	20 points
Exploratory Data Analysis	40%	Mostly inappropriate or simplistic plots and interpretations	Plots and interpretations "shot from the hip" and show promise but too little detail	Team didn't always use best plots for the context. Interpretations are solid though	Team has used the proper plots and interpreted them well
Models and their Interpretation	30%	Claims made about models have large errors in logic or understanding	Interpretations are incorrect in a significant way but in right direction	Interpretations are imprecise but generally correct	Team has accurately interpreted their models; they do not overstate claims
Readability and Argumentation	30%	The Team's solution is hard to understand. The visuals and models do not hold together very well	The judge can make a guess at the team's solution with some work but the report doesn't hold together very well.	The solution is fairly clear but the report "meanders" a little that distract from the main point	It is obvious what the Team is trying to put forth, and all models and diagrams help support their solution

EVENT SCHEDULE

All three tracks will take place in parallel on Friday November 18th. If your team is taking part in all tracks, we will schedule your presentations at different times so you have some time between each. The final team schedule will be released in November.

Day of Schedule

November 18, 2022



Pre-Events & Workshops

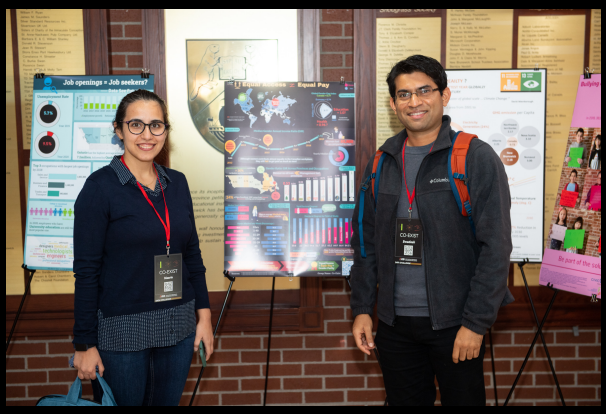
A SCHEDULE WILL BE SHARED CLOSER TO THE EVENT!

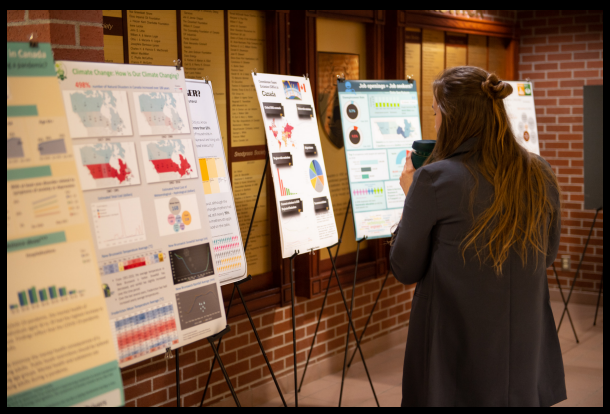
See you there!

REGISTER NOW

LEARN MORE

REGISTRATION DEADLINE: NOVEMBER 1ST, 11:59PM ADT!





Questions?

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Visit our website:

Bit.ly/IBECdatachallenge

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