

Data Challenges 2018!



Frankfurt Big Data Lab
-understanding and applying technologies for Big Data-



Data Challenges 2018

(Web Business)

B-WB, M-WB, PoE, M-SIW-I1A, M-SIW-I1B

Time and Location:

Thursday 14:00 – 16:00 [Hörsaaltrakt Bockenheim – H III](#)

Friday 10:00 – 12:00 Hörsaaltrakt Bockenheim – **H II**

Language: English and German

Credit Points: 6 CPs.

Extras: Certificate and Prizes for the winners.

Link in [QIS/LFS](#)

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OVERVIEW

Students will take part in one of two Data Challenges

1. Deutsche Bahn AG

2. Procter & Gamble (P&G)

Phase 1:

Deliverable: Short report and a presentation of the project idea (Pitch).

We will evaluate the submission and presentation (jury).

Phase 2:

Teams that are selected for Phase II will have to implement their idea and present it middle of July 2018.

YOUR BENEFITS

- ✓ **CPs (if you pass Phase II)**
- ✓ Experiences in real domain challenges with current innovative tools
- ✓ A **certificate** for all passing the course
- ✓ **Prices** for those teams ranked under the first three for each challenge

Who can participate?

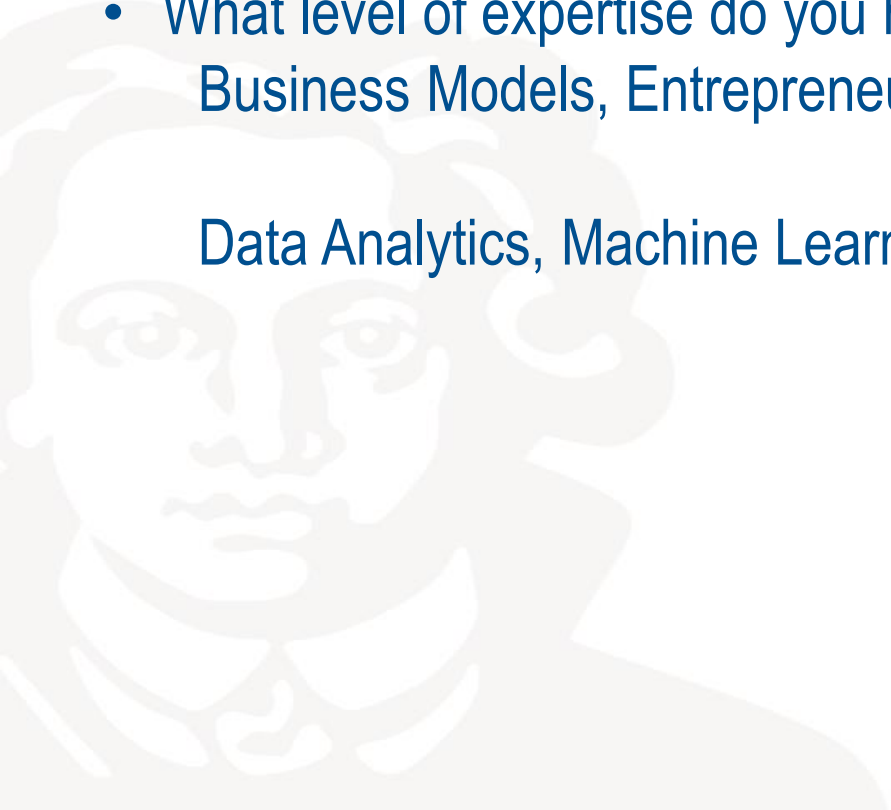
Eligibility: Bachelor Students, Master Students, and PhD Students of the Goethe University across multiple disciplines are encouraged to attend the kickoff and to sign up for one Data Challenge.

Students in Computer Science, Data Science, Information Systems, Business Computer Science, Mathematics, Economics, Marketing, Psychology, and other disciplines will form teams of two to explore the questions posed. Team members are required to attend the kick-off lecture to sign-up for this project.

Who is in the room?

- Students: Bachelor?, Master?, PhD?, other?
- Study program: Computer Science, Data Science, Information Systems, Business Computer Science, Mathematics, Economics, Marketing, Psychology, and other disciplines
- What level of expertise do you have on the following topics:
Business Models, Entrepreneurship, Marketing, etc.

Data Analytics, Machine Learning, Databases, AI, Software Development, etc.



Participants and teams ...

Students that are not yet registered: Please fill the paper form now!

Students that are not in a team yet: We reserved some time at the end of the kick-off to set up teams. In case you do not find a team-member, we will assign a partner to you.

Teams that have not indicated the challenge they want to work on (DB or P&G) should indicate it by the end of the kick-off.

In case a team wants to change the challenge (P&G → DB or DB → P&G) they should send a change request to dc@dbis.cs.uni-frankfurt.de latest by 29th of April. We will reply if this request can be granted or not.

DEUTSCHE BAHN AG

- DATA CHALLENGE AWARD

DB Challenge Prizes:

1. Weekend trip to Berlin with visit to DB MindBox + Gold Trophy
2. Voucher of ICE (class 1) railway trip to a main city destination in Germany + Silver Trophy
3. Value Voucher & All-in-One Charger + Bronze Trophy



BAHN

Procter & Gamble (P&G)

- DATA CHALLENGE AWARD

P&G Challenge Prizes:

1. 2-days trip to Geneva incl. visit of P&G headquarters + Gold Trophy
2. 2-days trip to Cologne incl. tickets for DMEXCO and visit of a P&G plant + Silver Trophy
3. P&G Product Prize (e.g. OralB Genius Toothbrush Set) + Bronze Trophy



P&G

Phase I IN DETAIL

Date	Content
19.04.2018 – 14:00-16:00	Kick Off Meeting Data Challenges Deutsche Bahn and Procter & Gamble (P&G)
26.04.2018 – 14:00-16:00	Data Challenge presentation by Deutsche Bahn
27.04.2018 – 10:00-12:00	Data Challenge presentation by Procter & Gamble (P&G)
03.05.2018 – 14:00-16:00	Jürgen Kohlen (P&G) 'empowerment training' <i>How to do: business understanding, requirement analysis + Q & A</i>
04.05.2018 – 10:00-12:00	<i>How to handle data? – Data Tools + Q & A</i>
11.05.2018 – 10:00-12:00	Q & A (with Mentors)
17.05.2018 – 14:00-16:00	Student presentations – Deutsche Bahn
18.05.2018 – 10:00-12:00	Student presentations – Procter & Gamble (P&G)

PHASE I – EXPECTED SUBMISSIONS

1. Presentation slides (PPT or PDF) for the presentation

A presentation (max. 5 minutes) of the project idea, where it is required that:

- teams clearly state objectives,
- general description of the way they intend to implement the idea using the data available for the challenge chosen.

2. Description of the project in text (PDF) maximum 1000 words

EXPECTED CONTENT

DESCRIPTION (PDF, max. 1000 words) / PRESENTATION

1. Team introduction

2. Problem to be solved

3. Proposed solution

PHASE I – EVALUATION CRITERIA

- 1. Innovativeness of the idea**
- 2. Grade of usability:** If the idea proposed solves a real need.
- 3. How do you plan to use data to accomplish the goal:**
The right use of the available datasets.
- 4. Verification strategy of your idea:** How do you plan to test and verify your idea in phase 2?

Mentoring in Phase 2



Final presentations:

Deutsche Bahn

12.07.2018 – 14:00-16:00

Procter & Gamble (P&G)

13.07.2018 – 10:00-12:00

Useful resources ...

<http://www.bigdata.uni-frankfurt.de/web-business-data-challenges-ss-2018/>

Quick overview of the two challenges ...

1. Deutsche Bahn AG Data Challenge

2. Procter & Gamble (P&G) Data Challenge