

Hi students,

The poster is dark blue with white and light blue text. At the top right is a white icon of a globe with a magnifying glass over a bar chart. The title 'Business Analytics Challenge 2017' is in a white serif font. Below it, 'What we expect' is in a light blue sans-serif font. The poster is divided into two columns of bullet points, each preceded by a circular icon: a target for the objective and a checklist for evaluation criteria. Logos for KMD, Microsoft, and Danske Bank are in the bottom right corner.

Business Analytics Challenge 2017

What we expect

 The objective is for you to develop at least one model to predict the future for companies

- ✓ You select your focus – e.g. success, distress, bankruptcy or all of the above
- ✓ You define your target for the models
- ✓ Include at least one of the data sources on the platform.
- ✓ Using multiple data sources from platform or your own external data will be credited.
- ✓ You have to test your model on a test data set you create and you select the right measure for model performance for your model

 Evaluation Criteria

- ✓ Model Performance
 - ✓ Performance on test data (ROC, GINI etc.)
 - ✓ Modelling process and description
 - ✓ Feature engineering
 - ✓ Evaluation of parameters from business perspective
- ✓ Value
 - ✓ How does your model help solve the business problem
 - ✓ Argue what value your model can generate
- ✓ Impact
 - ✓ Describe how implementation can create an impact for society, customers
- ✓ Submission
 - ✓ Ensure that your selected target/scope, assumptions, process and findings are made obvious
- ✓ Pitch
 - ✓ Explain your approach and findings clearly

KMD
Microsoft
Danske Bank

All groups must submit a written report of maximum 15 pages. The report might include; a presentation of the solution, results, and how it can be used (implementation/execution) as well as its value.

Here are a few guidelines and tips for the report, you only have 15 pages so focus on the important stuff:

1. Your method (not the theory but the choices you have made)
 - What data did you choose and why?
 - What feature engineering have you done and how did you end up with the final features?
 - What assumptions did you make to be able to do your model?
 - How did you define your targets?
 - Which models did you try and why did you end up with the submitted model?
 - How was your process from first data to final model – your thoughts decision etc.?
2. Your model is the centre of the report
 - Explain your model – what does it predict and what is the goal?
 - Visualise and explain model performance (ROC, lift charts etc.)
 - How is your model performing on test data (e.g. out of sample/ out of time)?
3. Your results:
 - What are your findings?
 - How can implementing your model add value and where does it add value?
 - Think about the different places where you can implement your model – is it in the bank, in KMD as part of Erhvervsstyrelsen or other areas?
 - How will implementing the model impact society, consumers, the bank etc.?
4. Remember to:

- Visualise and present your findings so they are easy to understand
- Ensure to have good argumentation for the choices you have made
- Although it is a data science assignment what is important in the real world is how you can translate your findings and data science into business value and impact
- You do not have to use pages on the theory behind the models
- DO NOT OVERCOMPLICATE – It is better to have one simple working model that can be used than one overcomplicated model that fail or make you unable to hand in