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| **Big Data Analytics**  **Business Challenge Competition** | **sponsered by** | **in cooperation with** |
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The Center for Business Development in School of Business of Madonna University has organized a big data analytics business challenge competition in 2019 to promote the interest of students and companies in using big data analytics for business. The competition encourages students to develop innovative solutions with big data analytics methods and tools for solving current hot topics/problems in various industries including business, marketing, finance, accounting, healthcare, logistics management, etc. The competition serves as a platform for local industries and institutions to share knowledge, innovation and experience on the application of big data in business analytics and promote how using big data solutions to enhance business competitions.

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| **Program Overview** | **Big Data Analytics Business Challenge**   * A big data analytics business challenge competition co-organised by Qlik and Centre for Business Development of Madonna University targeting at university students with data analytics knowledge and companies with a real unsolved business problem. * Madonna University and Qlik will provide real business problems/challenges for students to solve and discover innovation. Students are expected to present the judging panel how they would solve the problem and create innovative application using Qlik Sense data analytic product to demonstrate their solutions * Madonna university professor(s) provide(s) mentoring on innovation creation, techniques and skills of problem solving and business case writing for students. * Qlik will provide free software and online training to students who apply and are accepted into the Qlik Academic Program. * The winning team will be gained an award certificate. |
| **Objective** | * Identify talented students in the data analytics field * Resolve current business problems and create insights for various industries such as business, marketing, finance, accounting, healthcare, logistics management, etc. * Generate new idea and innovations with big data to increase business competitiveness * Have practical hands-on experience on data analytics platform * Take social responsibility to nurture university students on the advanced business technology solutions and the future development of business |
| **Business Benefit** | **Students**   * Know your talent and learn the skills for solving a real business problem with data analytics * Have hands-on experience on a real commercial data analytics product * Apply academic theories and concepts into real practices * Extend your industrial network and learn industrial practices * Gain award certificates opportunities   **Madonna University**   * Nurture students with real business problems   **Qlik**   * Promote data analytics platforms * Take social responsibility to nurture students with a real software product for hands-on experience |

**Timeline**

**Phase 1:**

**Phase 2:**

**The Problems (choose one or many)**

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| **Business**  How does digital media information (e.g, news, social media, government announcement, change of economic indicators, import/export data, etc) discover new business/market opportunity? | **Stock and Securities**  How does digital media information (e.g, news, social media, analyst reports, government announcement, change of economic indicators, financial index, stock price, currency exchange rate, business atmosphere, etc) affect the fluctuation of the stock price of a company/market? |
| **Marketing**  How can digital media information (e.g, news, social media, sales data, customer survey/preferences, international market statistics, import/export data, change of economic indicators, environmental factors etc) predict the market trend and customer preferences? | **Accounting**  How does digital media information (e.g, news, social media, analyst reports, government announcement, change of economic indicators, etc) predict a business’s future expansion/perspective or give an alert to the accounting book’s error? |
| **Logistics**  How can digital media information (e.g, transaction/sales data, warehouse data, HR data, geographical information (e.g.. routing), transportation cost/methods, environmental information such as weather, traffic condition, market demanding, etc) predict/forecast the inventory level of the product/warehouse planning/logistic scheduling and planning? | **Banking/Financial Management**  How can digital media information (e.g, news, social media, sales data, customer survey/preferences, international market, change of economic indicators, environmental factors etc) predict the default rate of a business/individual creditor? |
| **Hospitality and Tourism**  How can information (e.g, news, social media, sales data, customer survey/preferences, culture, environmental factors, cost of living, currency exchange rate, etc) predict the hotel usage/tourism trend/most popular travelling area? | **Healthcare**  How does digital media information (e.g, news, social media, government announcement, population demographic, health and disease data, occupation, environmental data such as weather, etc) predict the health issues/resources demanding in a country? |

**Datasets & Connectors**

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| Public Date Resources: |
| Datahub - <http://datahub.io/>  Government US - <https://www.data.gov/>  - <https://catalog.data.gov/dataset>  Economic Data US - <https://www.bea.gov/>  Statistics Data US - <https://www.usa.gov/statistics>  Open Data US – <https://github.com/opendata>  Open Data HK – <http://opendatahk.com/> |

**Scoring Criteria**

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| **Scoring Criteria** | | | |
| **1** | **Solution to business problem** | * How well the evaluation and reviews of the current potential solutions be discussed? (Knowledgeable) * How well solution resolve the business problem? (Problem Solving Skill) * How relevant is the solution to the problems? (Critical Thinking) * What value can the solution add? (Business Insights) | **40%** |
| **2** | **Innovation** | * How innovation is the solution? (innovation) * Any companies in the market have provided similar solutions? (Knowledgeable) * Traditional approach versus non-traditional approach? (Critical thinking) * Has the solution applied any latest technical concepts such as Big Data, Internet of Things? (Knowledgeable) | **20%** |
| **3** | **Commercialization** | * How practically the solution can be commercialized (cost, timeline)? (Global Outlook) * How much commercial value can the solution bring (revenue)? (Business Insight) * How easily can eh solution be replicated and implemented by competitor (entry barriers)? (Global Outlook) | **20%** |
| **4** | **Big Data Analytics Design and Features** | * How well has the solution leverage the visual design? (Problem solving) * How good is the user experience in the application design? (Problem solving) * How way can users discover insights in the solutions? (Business Insight) | **20%** |

**Roles & Responsibilities**

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| **Roles and Responsibilities** | |
| **Madonna University** | * Provide mentoring for students for business advice and data analytics theories and concepts * Provide 1 or 2 judges for judging panel * Student recruitment and internal communication * Market the competition event in campus * Set up website for program competition and registration * Print the award certificates |
| **Qlik** | * Provide 1 judge for judging panel * Provide Qlik Sense software platform to students * Provide online technical training and consultations to students (Qlik academic program) * Provide award certificates for winners * Manage marketing and publications with Madonna U if any |

**Prizes**

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| **Prizes** | |
| **First price** | * Qlik Souvenir * Innovation and Business Insight Award Certificates |
| **Runner-up** | * Qlik Souvenir * Global Outlook and Critical Thinker Award Certificates |
| **Third price** | * Qlik Souvenir * Knowledgeable Award Certificates |
| **Best Business Concept** | * Qlik Souvenir * Problem Solver Award Certificates |
| **Other groups for participate** | Team Spirit and Risk Taker Award Certificates |

**OR**

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| **Prizes** | |
| **First price** | * Qlik Souvenir * Innovation and Business Insight Award Certificates |
| **Runner-up** | * Qlik Souvenir * Global Outlook and Critical Thinker Award Certificates |
| **Third price** | * Qlik Souvenir * Knowledgeable Award Certificates |
| **Best Business Concept** | * Qlik Souvenir * Problem Solver Award Certificates |
| **Other groups for participate** | Team Spirit and Risk Taker Award Certificates |

**Contacts for Enquiry**

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| **Contact for Enquiry** | |
| **Madonna University (about the business case and competition)** | Contact Person: Prof Adela Lau  Email: slau@madonna.edu |
| **Qlik (about the Qlik academic program and technical support)** | Contact Person: Ms Sarah Miller  Email: academicprogram@qlik.com |

**Registration Form**

Please fill in the following information and email to Prof Adela Lau at email [slau@madonna.edu](mailto:slau@madonna.edu) by 1st Dec 2019. The business case and prototype submission deadlines is on 31st Dec 2019.

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| **Registration Form** | |
| **Institution:** |  |
| **Study Program:** |  |
| **Year of Study:** |  |
| **Name:**  **(\*please mark down who the team leader and member are.)** |  |
| **Email:** |  |
| **Mobile Phone Number:** |  |
| **Who are you?** | * **Undergraduate Student** * **Postgraduate student** |

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| **Requirement of Submission** | |
| **Number of Participates in Each Team:** | **1-3 people** |
| **Format of Business Case** | Number of words:  The case writing should have minimum 2000 words (around 5 pages) and not more than 4000 words (around 8 pages).  Case Writing Format:  Chapter 1 Case Background (200-400 words)  Chapter 2 Problems (100-200 words)  Chapter 3 Current solutions and its limitations and why bog data analytics (400 – 800 words)  Chapter 4 Your proposed solutions (800 – 1600 words)  Chapter 5 Lesson Learnt (400 – 800 words)  Chapter 6 Conclusions (100 – 200 words)  Chapter 7 References and Acknowledgement (not count as the word count limits)  Prototype Format:  Use Qlik Sense Desktop or Cloud (in cloud, App limit is 25 MB and the total of what you can store (apps + data files) can't be larger than 250MB) to Implement the prototype for solution visualization in Qlik cloud platform |
| **Application Deadline** | Date: 1stDec 2019  Submission: Email case report to Prof Adela Lau at [**slau@madonna.edu**](mailto:slau@madonna.edu) |
| **Business case Presentation and video record in youtube (unlisted)**: | Date:10th Dec 2019  Submission: Email URL to Prof Adela Lau at [**slau@madonna.edu**](mailto:slau@madonna.edu)  Presentation Venue: TBA (Will be announced later) |
| **Business case and Prototype Submission Deadlines**: | 31st Dec 2019  Submission: Email to Prof Adela Lau at [**slau@madonna.edu**](mailto:slau@madonna.edu) |

**Terms of Participation**

**PLEASE READ THESE TERMS OF PARTICIPATION CAREFULLY.**

By participating in the Competition through submitting a Competition entry form, the participant/team shall be deemed to have accepted and agreed to be bound by all the Terms of Participation set out herein.

1a. The "Big Data analytics Business Challenge" ("the Competition") is organized by Madonna University (“the Organiser”) and sponsored by Qlik.

1b. The “solutions” to be submitted are defined as workable prototype data visualizations, mobile or web applications. All entries should be accompanied by a proposed business concept write up with illustration(s) such as proposed business plan, possible business opportunity, market potential, estimated demand or revenue projection.

2. To enter the Big data Analytics Business Challenge, each participant shall submit their entry (“Competition entry” or “Competition entries” respectively) to Prof Adela Lau via email slau@madonna.edu. Each Competition entry must be submitted in digital format.

3. Each participant may be an individual or a team comprising of up to four (3) individuals (reference to “Participant” shall be taken to mean the individual submitting an entry or the individuals comprising the team submitting an entry).

**Competition Period**

4. Competition entry submission begins on 31st December 2019 at hours EST time and ends on 30th May 2020. The Organizer reserves the right to extend the deadline of the Competition if required.

**Eligibility**  
  
5a. The Competition is open to all students at Madonna University. For students or individual in other institution, it should gain approval from Prof Adela Lau and worked with Madonna University’s students as a team.

5b. Any Participant who has not attained sixteen (16) years of age and above (based on the date-of-birth at the time of entering the Competition) must obtain proper parental / guardian's consent to participate in the Competition. Participants may be required to show proof of such consent upon request of the Organizer. Any breach of this term shall be deemed as a breach of condition and the participant would automatically be disqualified from this Competition.

**Entry Submission**

6a. All submissions must be submitted using the Competition entry form.No other methods of entry will be accepted. The Organizer is not responsible for Competition entry forms which are lost, misdirected, fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly or are lost for any reason including any electronic, computer or communication malfunction or error, or the inability to access the Website or any website associated with this Competition.

6b. All Participants are required to fill in their personal particulars accurately in the Competition entry form. Competition entry forms with incomplete or invalid details will be disqualified immediately. 

6c. Participants are allowed to submit more than one entry. 

6d. In the event that the Organizer receives two identical or very similar Competition entries by two different Participants, only the Competition entry from the Participant who submitted the entry first will be considered eligible.

6e. Submitted Competition entries with content deemed as irrelevant or offensive by the Organizer will be removed at the Organizer’s sole discretion. The Organizer reserves the right to disqualify submitted Competition entries which (a) are considered to be spam; (b) contain vulgar language or violence; (c) contain pornography,  obscenity; and/or (d) are, in the Organizer’s view, of inappropriate nature to be published on the internet.

**Judging Format** 

7a. Each Participant agrees to present his/her entry in person to the judging committee held by the Organizer. If, any shortlisted Participant is absent from the judging event, that Participant will be deemed to have withdrawn from the Competition and will not be eligible to receive any award certificate. For Participants that comprise a team, at least one (1) member of the team must be present at judging event.  If no team members are present at the judging event, that Participant will be deemed to have withdrawn from the Competition and will not be eligible to receive any award certificate.

**Intellectual Property Rights**

9a. Each Participant acknowledges that it is the sole author and owner of all rights, title and interest subsisting in their submitted Competition entries (including intellectual property rights) for the entries submitted.  

9b. Each Participant warrants that their submitted Competition entry is their original work and idea.  
  
9c. Competition entries that do not fulfil the above criteria will be deemed ineligible and will be disqualified.

**Publicity** 

10a. Each Participant consents to the public disclosure of his/her name, photographs, and other details as submitted in the Competition entry form, as the case may be, for administering the Competition and for publicity purposes.  Each Participant consents to the use of any data provided by such Participant for any future publicity effort by the Organizer or by any third party acting on behalf of the Organizer, without any payment or compensation thereof. Such use includes, but is not limited to the following purposes:

* operating, administering and promoting the Competition;
* displaying the Participant’s Competition entry on any media or community space; and
* for the issuing of any media release or media pitches with the Competition entries.

10b. If you refuse the above term, you need to inform Prof Adela Lau at email [slau@madonna.edu](mailto:slau@madonna.edu) by the competition application deadline.  
  
**Liability and Indemnity** 

11a. The Organizer will exercise reasonable care in handling the entries submitted. However, they will not be liable for any loss of entries or any unauthorized use of the photographs displayed on the Website. 

11b. Each Participant accepts all risks of personal injury or property damage of any nature whatsoever that may arise from his/her making or creation of the entry or participation in this competition and will not in any way hold the Organizer responsible for any liability, loss, damage, expense and cost which he/she may sustain or incur as a result of his/her participation, except for liability which cannot be excluded by law.

11c. Problems affecting the Competition: If for any reason any aspect of the Competition is not capable of running as planned, including by reason of infection by computer virus, network failure, bugs, tampering, unauthorized intervention, fraud, technical failures or any cause beyond the control of the Organizer which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Competition, the Organizer may in its sole discretion cancel, terminate, modify or suspend this Competition, and shall not be liable for any claim, action, damage, or loss as a result of such cancellation, termination, modification, or suspension.

11d. The Organizer shall not be responsible for any loss, damage, cost or expense howsoever arising incurred by a Participant in connection with this Competition, including the collection and subsequent use of the awarded prize, and any unreadable, incomplete, mutilated, tampered or irregular entry, any breakdown or malfunction in any computer system or equipment and any notice which is misdirected or lost.

**General**   
  
12a. The decision of the Organizer on all matters relating to the Competition, including the eligibility of Participants and the selection of the winners, is final and no correspondence will be entertained.   
  
12b. The Organizer reserves the right to amend these Terms of Participation at any time at its absolute discretion without any further notice, including but not limited to the eligibility terms and criteria, the selection of winners, the timing of any act to be done and all Participants to this Competition shall be bound by these amendments.

12c. A person who is not a party to these Terms of Participation shall have no right under the Contracts (Rights of Third Parties) Act to enforce any of these Terms of Participation.

12d. In the event of any inconsistency between these Terms of Participation and any brochures, marketing or promotional materials relating to the Competition, these Terms of Participation, and all its subsequent variations, shall prevail.

**Social Media integration**

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| **Madonna University** | * Qlik Seminar * Centre for business website for the leaflet |
| **Qlik** | Blog in Qlik |