

# 2008 ANALYTICS CHALLENGE at the



Sponsored by:



and



## COMPANY APPLICATION

### Contact Information

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Mailing Street Address

\_\_\_\_\_  
Contact Title

\_\_\_\_\_  
City, State, ZIP Code

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Contact Fax Number

\_\_\_\_\_  
Contact email Address

I have authority or have received appropriate authorization  
to commit to the terms outlined in the Contest Rules

YES\_\_\_ NO\_\_\_

I have read and agree to abide by all terms  
outlined in the Contest Rules

YES\_\_\_ NO\_\_\_

Please state whether your company is a supplier or a client

Client \_\_\_  
Supplier \_\_\_

## Contest Rules

### *The Objective*

- The DMA Analytics Council's objectives for this forum are twofold:
  1. As an industry organization, the focus is on education within the analytic community concerning methods of analysis, modeling, and data manipulation. This session and Challenge is geared towards teaching analytic techniques to attendees.
  2. Additionally, the Council seeks to recognize companies that achieve superior performance in the area of analytics, through the Challenge.

### *The Challenge*

- Build the best selection/identification mechanism (model) for identifying prospects for a marketing optimization program.
- Each participant in the challenge will receive an identical set of information for building their model. This will include:
  - Dependent Variables
  - Customer information (tenure, lifetime transactions, etc.)
  - Demographics
  - Geo-demographics
  - Data dictionary / layout
- PARTICIPANTS MAY NOT INCLUDE ANY OTHER EXTERNAL VARIABLES FOR THE CHALLENGE.
- A sample, not provided to participants, will be scored using each participant's model, which will determine the winners of the Challenge. Additional details will be provided with the data.
- Participants will be required to complete the model by September 15, 2008. This includes all documentation listed below.

### *Documentation requirements*

- Model performance, in terms of a gains table (if using a development sample and a validation sample, please provide both). Excel / Word formats are acceptable. The columns in the table must be editable and transferable across Microsoft platforms. This will allow for standardization across participants for presentation purposes. No PDFs or pictures will be allowed.
- Variable creation. Variables that were used in the model need to be traced through from input to coefficient. This includes recodes, transformations, and summarizations. This should be a table, with English labels for variables, and equations (if appropriate) for transformations or recodes.

### *External Model Validation*

- A hold-out sample, not included with the data provided to participants, will be used for validation.
- CAC Group will provide this sample for each participant to score.
- The participant will not have the dependent variable(s) provided on this file.

### *Judging the Results*

- The gains tables will be reviewed by a subset of the DMA Analytic Council's Operating Committee.
- The Judges Panel will identify winning models on the accuracy of the model in prediction.
- The Judges Panel will not know which companies have won, but will know which models were the winners.
- Winners will be announced at the NCDM Conference, during the Analytics Challenge session.

***Documentation requirements for the final Presentation***

- Winners will be notified by October 17<sup>th</sup>, and must prepare a 10 minute presentation for use at the December NCDM Conference in Orlando. This presentation must include the following components:
  - What steps were taken with the raw data provided to convert into modeling variables.
  - The types of exploratory analyses that were conducted to refine the variables used in the model.
  - Any variable reduction techniques used.
  - The steps undertaken in the modeling process (stepwise, etc.).
  - How you determined the final model to submit for the competition.
- The presentation must be in PowerPoint, and ***submitted by October 31, 2008***.
- All presentations will be reviewed and edited for content and educational components. As such, you may be contacted to review changes. Refusal to reveal educational content will be grounds for removal from the competition. By agreeing to participate, you are agreeing to fully share the steps and methodologies used in your model.
- The participating company will be allowed to use company logos in the presentation. However, the presentation will be converted to a standard slide template for presentation consistency purposes.

***NCDM Presentation Requirements***

- Each participating company agrees to have a presenter available at the Analytics Challenge session, prepared to present. Note that you will need to register as an attendee at the conference.
- There will be a check-in for participating companies prior to commencing the session. Any participating company without a presenter will be excluded from the competition at that time.
- The participating company will be allowed to use company logos in the presentation. However, the presentation will be converted to a standard slide template for presentation consistency purposes. The logo will be included.

***Other Requirements***

- As a NCDM Conference session, the NCDM retains non-exclusive rights to the material presented at the Conference.