

MAKE-A-WISH
Analytic Challenge '10



CAC | GROUP
insight. integration. impact.



COMPANY APPLICATION

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 Competition Rules YES___ NO___

I have read and agree to abide by all terms
outlined in the Competition Rules YES___ NO___

My company is a DMA member (requirement) YES___ NO___

Our team representative is on the DMA Analytics
Council (requirement) YES___ NO___

Entry Fee: \$49

Payment Type: Visa MasterCard American Express Discover Card Check # _____

Credit Card: _____ Expiration: _____ Date: _____

Amount Paid: \$ _____ Today's Date: _____ Cardholder's Signature: _____

When completed, please return via email to: Imerizio@the-dma.org

Challenge Rules

The Objective

- The DMA Analytics Council's objectives for this forum are threefold:
 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. to recognize companies that achieve superior performance in the area of analytics, through the Challenge;
 3. to provide a valuable service to a worthwhile charitable organization through the efforts of the Council membership.

The Challenge

- Build the best targeting solution for lapsed donor segments.
- Each participant in the challenge will receive an identical set of information for building their model. This will include:
 - Dependent Variables cluster assignments
 - Behaviors (prior donor history)
 - Demography
 - Lifestyles / Interests
 - Census variables
 - Syndicated Segments (Silhouettes)
 - Prior promotion history (if available)
- 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 the week of September 10, 2010. This includes all documentation listed below.

Documentation requirements

- Gains tables of model performance on the samples provided. If you create a test and validation sample, please provide separate gains tables for each. Excel format is preferred. This will allow for standardization across participants for presentation purposes. No PDFs or pictures will be allowed.
- Data file with id variables and expected model scores or expected values.
- Variable creation. Variables that were used in the model need to be traced through from input to coefficient / node (if using a tree based methodology). 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 after your model has been submitted. The scored file is due back on September 17th.
- The participant will not have the dependent variable on this file.

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Judging the Results

- The classification tables will be reviewed by a subset of the DMA Analytic Council's Advisory Committee.
- The Judges Panel will identify winning solution based on criteria that will be specified with the data packet.
- The Judges Panel will not know which companies have won, but will know which models were the winners.
- Winners will be announced at the DMA Conference, during the Analytics Challenge session.

Documentation requirements for the final Presentation

- Winners will be notified by the week of September 24th, and must prepare a 5-10 minute presentation for use at the October DMA Conference in San Diego. 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.
 - How you determined the final model to submit for the competition.
- The presentation must be in PowerPoint, and ***submitted by October 1st, 2010.***
- 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.

DMA Presentation Requirements

- Each participating company agrees to have a company presenter available who is a member of the Analytic Council, at the 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 DMA Conference session, the DMA retains non-exclusive rights to the material presented at the Conference.
- All PR releases regarding the DMA Analytic Challenge must include a statement that it is sponsored by "The DMA Analytics Council and CAC Group."
- Make-A-Wish Foundation has exclusive rights and ownership of the model algorithm at no additional charge, including up to 8 hours of support to transition the model to them.

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Timeline

- Application and payment due July 30th
- Data and challenge details available August 2nd
- Model submissions and documentation due September 10th
- Validation data available September 10th
- Scored Validation data due September 17th
- Finalists notified September 24th
- Presentation template due October 1st
- Presentation October 12th