



INDIAN INSTITUTE OF MANAGEMENT
KOZHIKODE

2016
Backwaters
THE ANNUAL MANAGEMENT FESTIVAL OF IIMK
4th - 6th Nov



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↑INSIGHTS

A Data Analytics Competition

First round (Quiz) on
19-OCT-2016



EVENT COORDINATORS

PRAKASH
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For more details, visit
backwatersiimk.com



EVENT PREMISE

Backwaters'16 is proud to organize Insights, a data analytics competition first time in the history of Backwaters. Today, data analytics is changing the way decisions are made – from everyday business challenges to differentiating a company in an effort to gain competitive advantage. Decision-makers' eyes and imaginations are now open to new opportunities that might have slipped under the radar in the past.

The event “Insights” provides you a platform to test and apply your analytical skills. The best teams in terms of analysis, methodology and conceptual knowledge will get into Leaderboard.

ELIGIBILITY & PARTICIPATION

1. Participation is open to all students pursuing any graduate or post-graduate programs across the world
2. Participation has to be in teams of 2-3 members
3. Teams should comprise of participants from the same college / institution only
4. All teams must first register for the event on www.quizzinginc.com (one registration per team)
5. One person cannot be part of multiple teams
6. Register yourself (with Your name, college name, college email ID and contact number) on Quizzinginc.com

EVENT FORMAT

PRELIMINARY ROUND

1. An online quiz to test the basic analytics knowledge of the participants and current affairs on analytics
2. The online quiz will be conducted on 19-Oct-2016 between 23:00 hrs and 23:59 hrs
3. Link for quiz will be updated on this link on 19-Oct-2016 21:00 hrs
<http://www.backwatersiimk.com/events/insights/format>

FINAL ROUND

The top 8-10 teams in the first round will be shortlisted and given a case on data analytics. The teams has to analyze the case with dataset provided and present the solution (in .pptx or .doc or .xls format). Participants can use Excel/R/SPSS or any other tool for modelling. Further details will be sent out to the shortlisted teams.



PRIZES

- 1st Prize: INR 10,000
- 2nd Prize: INR 5,000

SUBMISSION GUIDELINES

1. Results of first round will be displayed on backwatersiimk.com website and also mail will be sent to shortlisted participants
2. Submission for the second round (in .ppt or .doc or .xls format) should be zipped and labelled in the format "<TeamName>_<Institute Name>_Round2"
3. Submissions for the second round should be uploaded to <https://dropitto.me/insights>, the password for the same is **backwaters**
4. The cover page/sheet of the file should contain the team name and member details (names of team members, respective institutes, phone numbers and email IDs)

EVALUATION CRITERIA

1. Methodology and procedure of analysis
2. Accuracy of prediction
3. Recommendations from prediction
4. Structure and language of the presentation

COMPETITION RULES

1. Each team will be permitted to submit **only one entry** in the competition.
2. There must be strictly no plagiarism/ Copyright infringements in the submissions. In case of any violation, the respective team(s) will be disqualified with immediate effect.
3. Participation will be governed by the "**Backwaters'16 Terms & Conditions**" posted on the website (www.backwatersiimk.com) and may be subject to change at any time without specific notice. It is the sole responsibility of the participants to regularly visit the website and be informed of any such changes
4. The decision of the organizers of the event will be final and binding on all the participants.



IMPORTANT DATES

Launch Date:	10th October, 2016	23:59:59 hrs
Registrations Open:	10th October, 2016	23:59:59 hrs
Registrations Close:	19th October, 2016	20:00:00 hrs
First Round (Quiz):	19th October, 2016	23:00:00 hrs
First round shortlist:	21th October, 2016	23:59:59 hrs
Submission deadline for 2 nd round:	31st October, 2016	23:59:59 hrs
Final Results (tentative)	5th November, 2016	

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