University-wide/National student competition

Work in teams or individually

Real-world problems for Merck / QVC / PA BAllet

Use any tool. Workshops throughout October

Opens October 1, entries due October 30th

$10,000 in prizes for winning entries / First Prize $2,500
The Challenges

Will an Ebola vaccine change world health?

Who is the best audience for cultural institutions?

Can TV and digital jointly increase sales?
A good graphic tells a story.
Good graphics help compare large amounts of data easily
They look at data from multiple angles...
It’s also about choosing the right data...
Good graphics provide meaningful insight

The electoral result of the 2012 election

Under pre-1920 rules: men only

Under 1850 rules: white men only
Infographics: They can be simple
Or they can be more complex, combining several types of data
Infographics tell a story using data and images.

**Drilling Down to Philly’s Hottest Private Industry**

**What’s Going On?**

1. **Aging Population Rapidly Growing**
   - US' oldest population projected to **double in size** over next 4 decades.
   - Philly’s oldest population projected to **grow approx 15%** from 2015-2025.
   - Oldest population is projected to grow rapidly after 2030, when the “Baby Boomers” move into this age group.

2. **Baby Boomers Entering Retirement Age**
IBIT INSTITUTE FOR BUSINESS AND INFORMATION TECHNOLOGY

THE TEMPLE ANALYTICS CHALLENGE
MAKING SENSE OF BIG DATA

For more information, visit
ibit.temple.edu/analyticschallenge