Please read all the instructions carefully.

Task
Create an original data visualization based on a scenario and a data set from the Temple Analytics Challenge, a University-wide data visualization contest. You have a choice of three scenarios:

- **AmerisourceBergen Challenge**: Can small independent pharmacies compete with the big chains?
- **Alexion Pharmaceuticals Challenge**: Where will doctors find subjects for rare disease clinical trials?
- **Merck Challenge**: What solutions can analytics provide to the worldwide diabetes epidemic?

A full description of each scenario and where to get the data are posted to the Challenge site ([http://analyticschallenge.temple.edu](http://analyticschallenge.temple.edu)). Please read all the instruction carefully in the site.

This assignment requires you to enter Temple Analytics Challenge, in which you could win up to $2,500!

Assignment Guidelines

- You can enter the challenge either individually or as a group of no more than four students. You are allowed to work with students in another section of MIS 0855 or any other Temple students.
- The deliverables will be graded in the same criteria, whether they are individual or group work.
- You can use any software tool – Excel, Tableau, Powerpoint, Piktochart, or any tool!
- You will complete the following two deliverables for the challenge.
  - A graphic (or a series of graphics) as a PDF.
  - A brief summary of no more than one page explaining your graphic and why you think it is effective - also as a PDF.
  - Both your graphic and summary should display (i) the name of the challenge (Alexion, Amerisourcebergen, or Merck) and (ii) each team member’s name and AccessNet ID (tu******).
- Email both your graphic and your summary by Friday, Oct 28, 11:59 PM to both analyticschallenge@temple.edu and minspang@temple.edu with a subject line “Entry for Analytics Challenge.” This deadline is firm, and the instructor will not take any extraneous
circumstance into consideration that occurs to you such as a PC malfunction or network outages.

- Late submission is allowed for the course, but not for the challenge. By being late, you are disqualified for the award. For the course, there will be 10% penalty per each 12 hours. For example, if you submit in the morning of Oct. 30, a 30% penalty will be imposed on your submission. Therefore, your submission will be graded zero after the noon of Wed, Nov. 2.

- It is highly encouraged to attend Analytics Challenge workshops (http://ibit.temple.edu/analytics/workshop-schedule/). One-to-one mentoring is also available at http://ibit.temple.edu/analytics/mentoring-schedule/.

**Evaluation (for the Challenge)**

All entries will be evaluated by the judges in two categories: visualization and analysis. Prizes will be awarded for each category separately and an entry can only win in a single category. The specific criteria for each category are:

- **Graphic**
  - Clarity (how well the graphic stands on its own without additional explanation)
  - Novelty/creativity (originality of thought; surprising way of approaching the data)
  - Insight (graphic aids understanding of the data)
  - Utility (ability of the graphic to aid decision making)

- **Analysis**
  - Relevance (analysis relates to the problem statement)
  - Completeness (degree to which the analysis answers the stated question)
  - Depth (sophistication of the analysis)
  - Consistency (conclusions consistent with the analysis)
## Evaluation (for the Course)

<table>
<thead>
<tr>
<th>Category (25% each)</th>
<th>4 (A-level)</th>
<th>3 (B-level)</th>
<th>2 (C-level)</th>
<th>1 (D or F-level)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarity</td>
<td>● The message conveyed by the graphic is very clear.</td>
<td>● The message conveyed by the graphic is somewhat clear.</td>
<td>● The message conveyed by the graphic is somewhat unclear.</td>
<td>● The message conveyed by the graphic is unclear.</td>
</tr>
<tr>
<td></td>
<td>● Graphic is simply constructed; does not contain more information than is necessary.</td>
<td>● Graphic is simply constructed; contains minimal unnecessary information.</td>
<td>● Graphic contains more information than is necessary.</td>
<td>● The graphic contains a great deal of unnecessary information.</td>
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<tr>
<td>Novelty/ Creativity</td>
<td>● The graphic represents significant original thought.</td>
<td>● The graphic represents a substantial original thought.</td>
<td>● The graphic represents little original thought.</td>
<td>● The graphic represents no original thought.</td>
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<td></td>
<td>● The graphic goes beyond simply summarizing the data.</td>
<td>● The graphic goes beyond simply summarizing the data.</td>
<td>● The graphic mostly summarizes the data.</td>
<td>● The graphic simply summarizes the data.</td>
</tr>
<tr>
<td>Provides meaningful insight into the data.</td>
<td>● The insights revealed by the graphic are rather obvious.</td>
<td>● The insights revealed by the graphic are somewhat obvious.</td>
<td>● The insights revealed by the graphic are somewhat non-obvious.</td>
<td>● The insights revealed by the graphic are non-obvious.</td>
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<tr>
<td>Utility of the visualization in aiding decision-making</td>
<td>● Conclusions from the analysis are very actionable.</td>
<td>● Conclusions from the analysis are mostly actionable.</td>
<td>● Conclusions from the analysis are somewhat actionable.</td>
<td>● Conclusions from the analysis are not actionable.</td>
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</tbody>
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