**Learn IT Assignment #4: Making Sense of Big Data through Visualization   
Participating in the Fourth Annual Temple Analytics Challenge: ibit.temple.edu/analyticschallenge**

**Purpose:**

This assignment introduces the concept of Big Data and the opportunities big data provides to gain meaningful insights through data-driven analysis. Big Data Analytics is a critical skill, touching fields as diverse as medicine, chemistry, linguistics, and business. New fields such as “data journalism” and “big humanities” reflect the transformative potential of large, widely available, and trans-disciplinary data sets. Good visualizations are a cornerstone of this new field, as they communicate complex ideas and reveal patterns difficult to see. Proficiency in the visual communication of data will give Temple students a competitive edge in this growing area.

**Goals:**

* To provide Temple students and our partner institutions an accessible entry point into data analytics.
* To create the opportunity for students across multiple disciplines to work on real-world problems.
* To emphasize critical thinking, visual communication, and oral presentation skills.
* To further Temple University’s mission to develop the next-generation workforce.

**Task:**

Students in MIS 2101 can work individually or in teams (4 students maximum) on one of several industry-driven problems and data sets available in the Challenge. You will perform analysis and create a visualization that provides insight into the data and addresses the key issues of the problem. The deliverable is a graphic and a short summary. All of the resources and instructional workshops provided by the Analytics Challenge are available to MIS 2101 students to assist in completing your entry.

**The Temple Analytics Challenge Advisory and Judging Panel:**

In addition to your assignment grade (Fail / Pass / Pass High), a panel of industry professionals and Temple faculty will also judge the entries in two rounds. The first round selects 20 finalists who will present their work in a live Judging and Awards Event in short (5 minute) presentations. Winning entries will receive cash prizes divided among team members. Winners will also be featured in a virtual gallery on the challenge web site (see the 2013 and 2014 winners at ibit.temple.edu/analytics).

All entries will be evaluated in two categories: visualization and analysis

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| **Criteria for judging visualization**   * Clarity of the visualization * Novelty/creativity of the design choices * Meaningful insight into the data * Utility in aiding decision making | **Prizes: ($10,000 total)**  First place: $2,500  Second place: $1,500  Third place: $1,000  Honorable mention: $500 (2) |
| **Criteria for judging analysis**   * Relevance to the problem statement * Completeness of analysis * Depth of analysis * Consistency between analysis and conclusion | **Prizes: ($10,000 total)**  First place: $2,500  Second place: $1,500  Third place: $1,000  Honorable mention: $500 (2) |

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**Timeline:**

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| September 30, 2016 | Contest opens. |
| **October 28, 2016** | **Submissions due.** |
| November 16, 2016 | Final Judging and Awards Event |