Adobe Analytics Challenge 2022

$60,000

#1 business case competition for cash prizes, internships & full-time offers from some of the biggest brands in the world.

Learn Adobe's industry-leading analytics products.

Access real-world data from leading, data-driven organizations.

MGM GRAND LAS VEGAS · Comcast xfinity · MAJOR LEAGUE BASEBALL · T·Mobile · Disney · PlayStation · Lenovo · NIKE

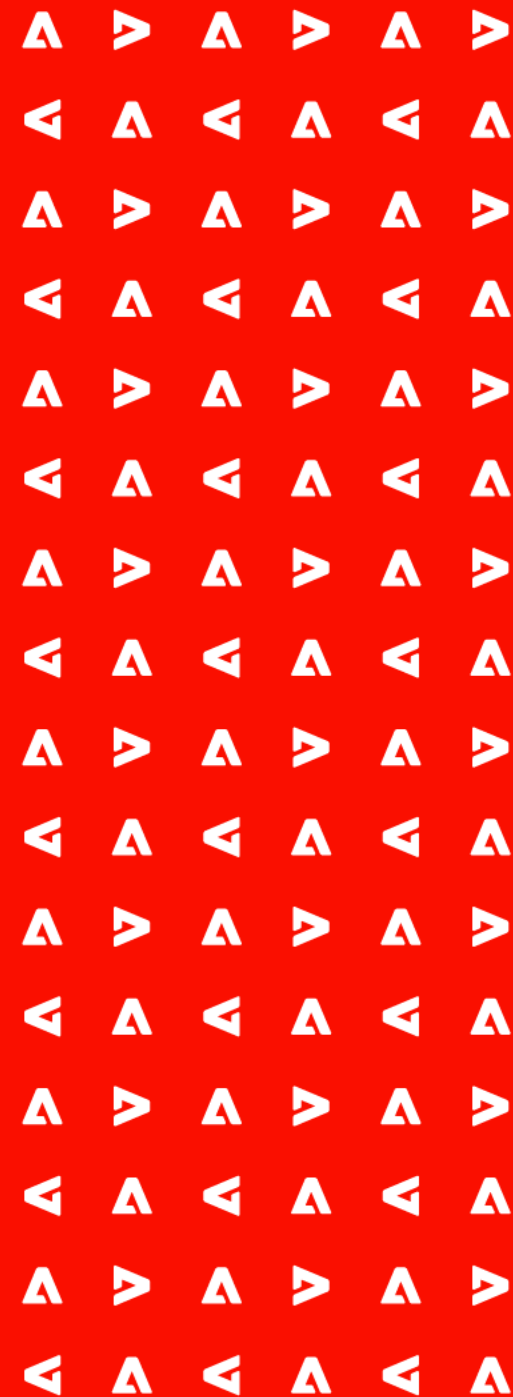DO YOU HAVE WHAT IT TAKES?

ADOBEANALYTICSCHALLENGE.COM

REGISTER - SEPTEMBER 7, 2022 · SEPT 20, 2022 AT 11:59PM PST

Adobe Analytics Challenge 2022

adobeanalyticschallenge.com

What is the Adobe Analytics Challenge?

The Adobe Analytics Challenge is an **exceptionally unique business competition** where university students are given the opportunity to use Adobe's **industry- leading analytics products** and access **real-world data** from leading, data-driven organizations.

Adobe Analytics Challenge Schedule & Dates

Sept 7	Kickoff meetings* (9-10am PT and 2-3pm PT)
Sept 20	Registration deadline (11:59pm PT)
Sept 21	Live training sessions* (9-11am PT and 2-4pm PT)
Sept 27	Q&A office hours (9-9:30am PT and 2-2:30pm PT)
Oct 4	Q&A office hours (9-9:30am PT and 2-2:30pm PT)
Oct 4	Presentation submission deadline (11:59pm PT)
Oct 5-7	Screening for first-round judging
Oct 18-19	Semi-final judging (virtual)
Oct 27	Finalist presentations
Nov 9	Intercollegiate finals (virtual)

*recorded for on-demand

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What are students competing for?

$60,000

CASH PRIZES

1ST Place: $35,000 | 2nd Place: $14,000 | 3rd Place: $6,000

4th Place: $3,000 | 5th Place: $1,500 | 6th Place: $500

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Kickoff

The Adobe Analytics Challenge will start on September 7, 2022 with a one-hour kickoff web conference hosted by Adobe on adobeanalyticschallenge.com. To accommodate multiple times zones, we will host the kickoff call at two different times: 9:00am PT and 2:00pm PT. Please attend whichever time fits best with your schedule.

In this web conference, you will get all the details about the Adobe Analytics Challenge and be able to ask questions via live Q&A with the Adobe team. You'll have approximately two weeks to get your team together and enter the competition.
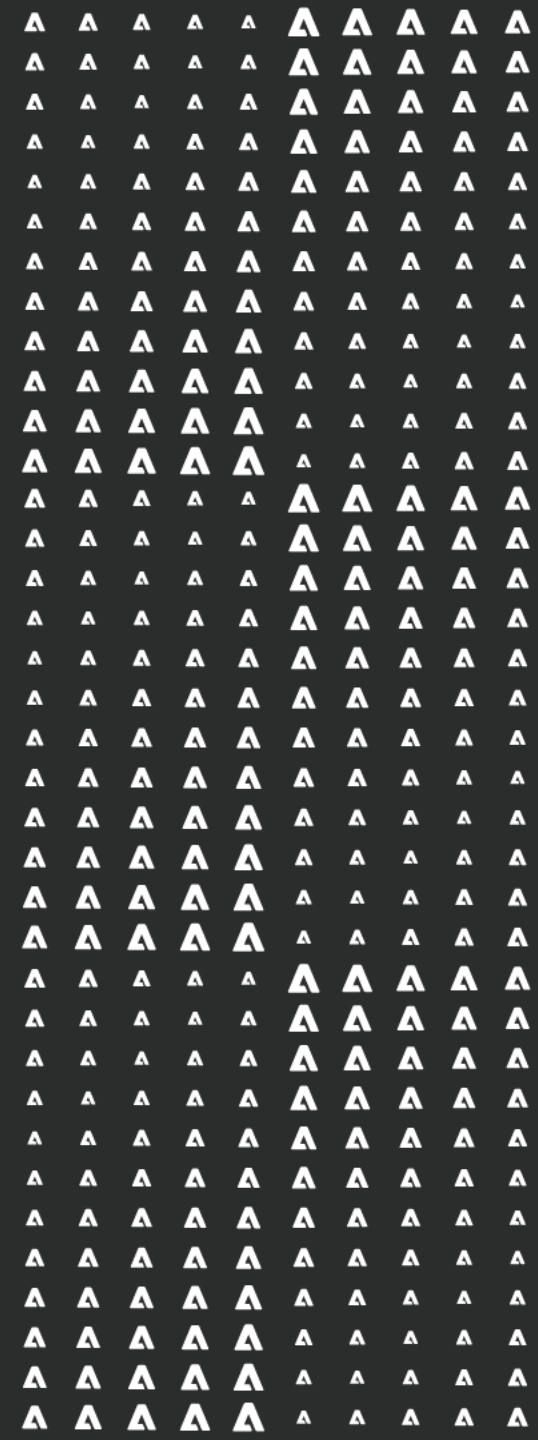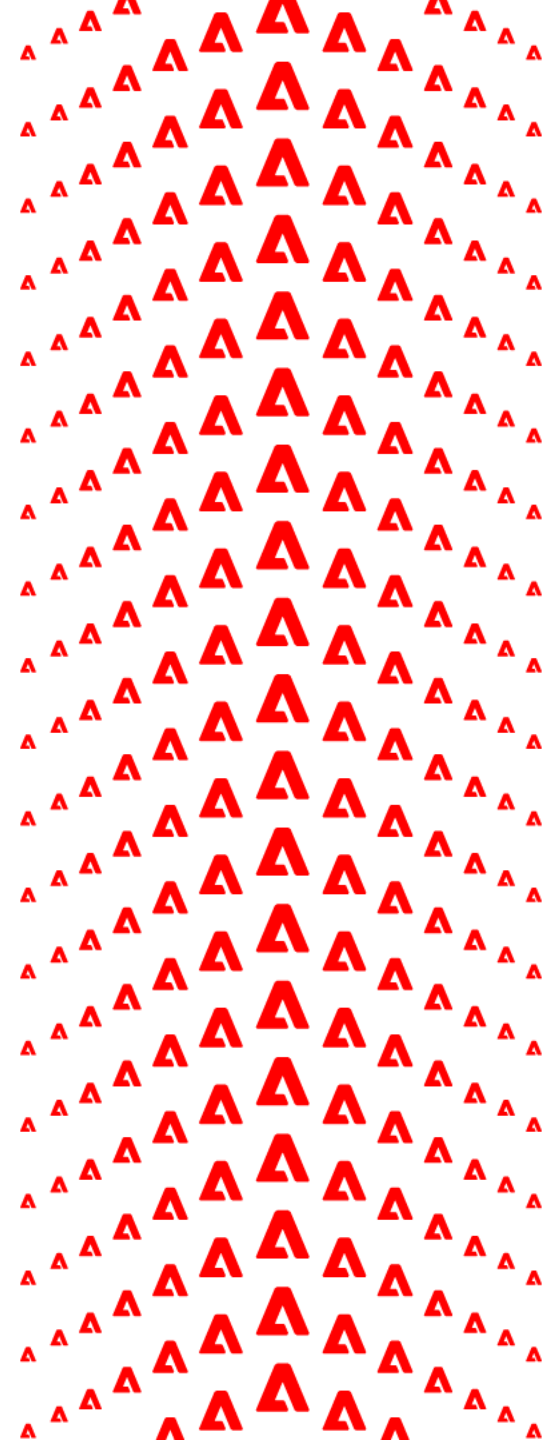
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Team Registration

Register at adobeanalyticschallenge.com

Competition Rules
• Teams consist of 1–3 students
• Students must be currently enrolled in a full-time academic undergraduate or graduate program
• All team members must be from the same university
• All students must register and sign a non-disclosure agreement (NDA) on adobeanalyticschallenge.com
• All teams need a faculty mentor

Teams Outside the U.S.

- Individual countries may require additional conditionals to participate – please visit adobeanalyticschallenge.com for full Terms & Conditions
- All submissions and presentations must be delivered in English

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Training & Office Hours

Training Sessions

- September 21 at 9-11am PT and 2-4pm PT
- 2-hour live Adobe Analytics training session
- Delivered by customer and Adobe experts
- Recorded for on-demand viewing in case of scheduling conflict
- After the training session, all registered team members will receive access to Adobe Analytics and the data set

Office Hours

- Session #1 September 27 at 9-9:30am PT and 2-2:30pm PT
- Session #2 October 4 at 9-9:30am PT and 2-2:30pm PT
- Open Q&A session with Adobe experts

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Analysis & Submission

- Teams will have two weeks to analyze the data in Adobe's analytics tools and produce recommendations

- Each team will need to build and submit a PPTX presentation of your findings and recommendations

- Submit the PPTX file at adobeanalyticschallenge.com by the submission deadline: October 4 at 11:59pm PT

- 20 teams will be selected for the semi- final round of judging
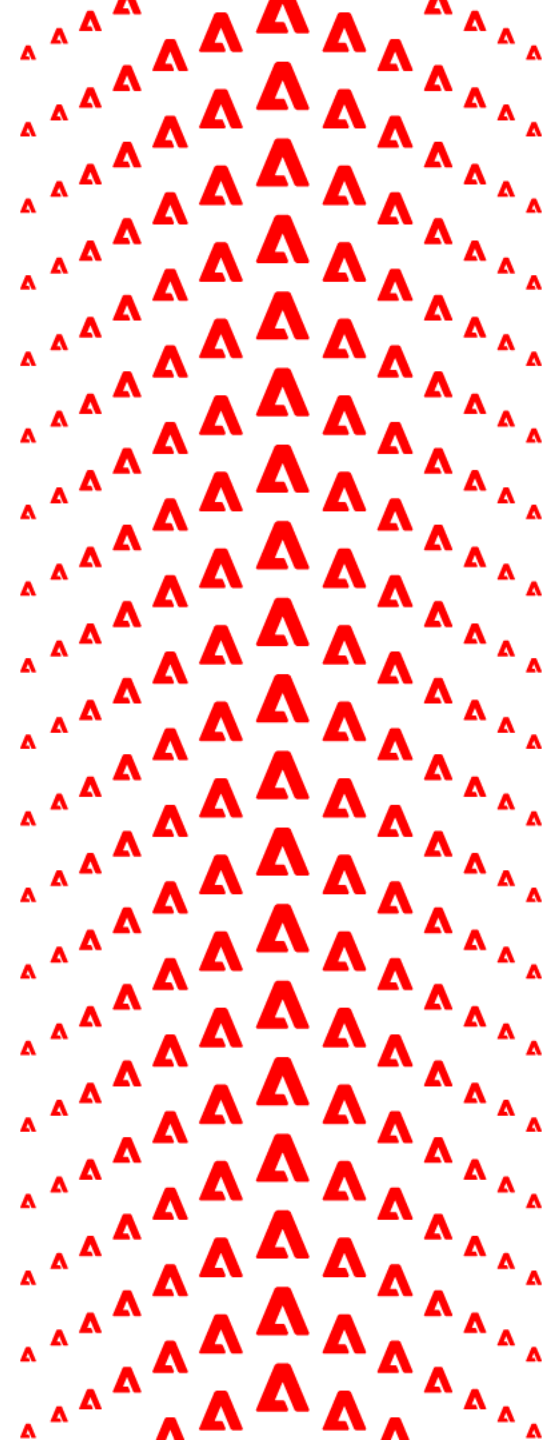
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Faculty

Expectations

- Each team must have a faculty mentor
- Faculty mentors can mentor more than one team
- Any faculty member currently employed by the university is eligible
- Mentors must register and sign an NDA on adobeanalyticschallenge.com
- Mentors provide encouragement, answer questions, give advice, and offer feedback as students prepare their submissions
- While faculty mentors will be able to access the data, they are not allowed to run analysis, find insights, or create slides for their teams
- All submissions and presentations must be delivered in English

Semifinal Judging

- Top 20 teams will give an 18-minute presentation via web conference:

  - 10 minutes to present the slides

  - 3 minutes to do a live walkthrough in Analysis Workspace

  - 5 minutes for Q&A

- Judges will be comprised of experienced analytics consultants

- All team members must present a portion of the presentation

- Judges will choose six teams for the final round

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Final Judging

Virtual Final Event

- Presentations to panel of judges on October 27 via web conference

- 15 minutes to present (12 minutes using slides and 3 minutes live in Analysis Workspace)

- 5 minutes for Q&A with the judges

- Judging panel will include representatives from Adobe, the customer-partner, as well as other industry experts

- Live event with Adobe and customer-partner executives on November 9 to announce winners

To learn more, go to:

adobeanalyticschallenge.com

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