

Title:

Winning the I-COM Datascience Hackathon 2016

Authors:

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Abstract:

I-COM is a global trade body focused on the use of marketing data & measurement to obtain business advantage. On the occasion of the 2016 I-COM global summit (a meeting venue for around 100 associations in 40 countries representing marketers, agencies and media owners), they organised the 2nd I-COM Data Science Hackathon, sponsored by Unilever and Twitter. The challenge? In 24 hours, the participant teams have to be able to predict trends, provided with a one-year twitter dataset.

In this talk, one of the Scientist-Level category winners will speak about his experience, the hackathon procedure, and how his team manage to win the contest, where teams from some of the leading marketing and data analytics companies were participating too.