

At Teradata, we believe...

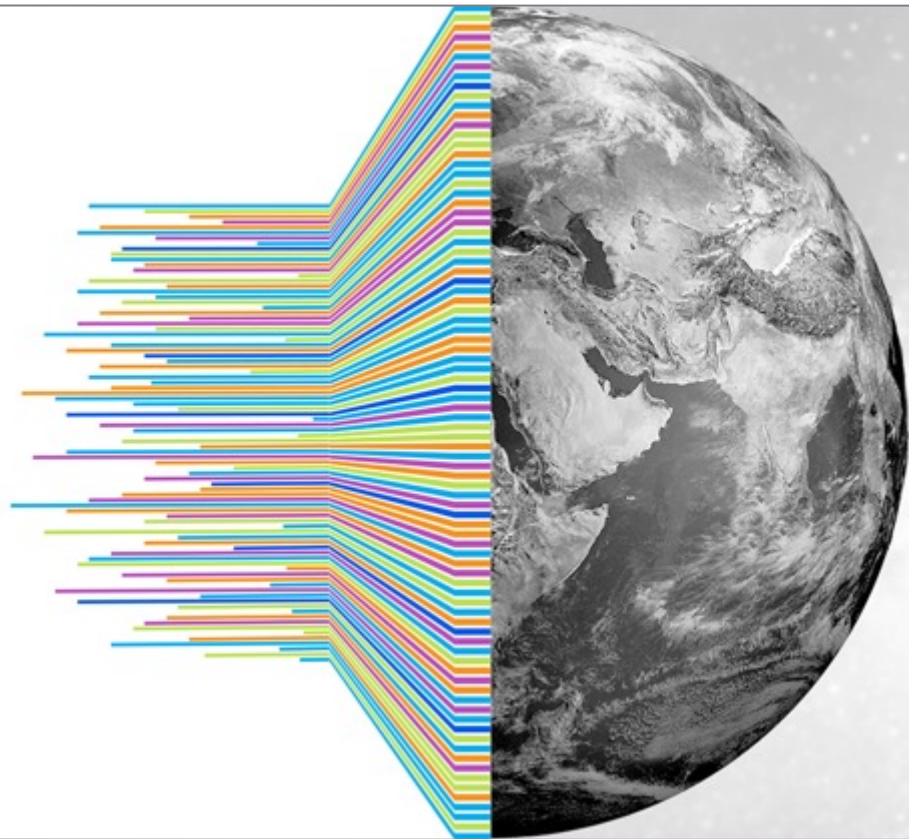
Analytics and data
unleash the potential
of great companies

2016 DATA CHALLENGE Finalist Presentations

Susan Baskin



Christopher Plamp



HIRE HEROES USA OVERVIEW

- Empowers U.S. military members, veterans and their spouses to succeed in the workforce through transition workshops, personalized career coaching and employment preparation counseling at NO COST.
- **Mission:** TRANSFORMING MILITARY SERVICE INTO CIVILIAN SUCCESS
- **Hire Heroes USA provided:**
 - Variety of data sets from multiple technologies
 - Business questions for team to address

Over 33 Submissions from Around the Globe
All reviewed by HH USA and Selection Committee

Hire Heroes USA Data Sets

Below are the Hire Heroes USA data sets:

Donor Perfect Data Files

Facebook Data Files

Google Analytics Data Files

Hubspot Data Files

LinkedIn Data Files

Salesforce Data Files

Twitter Data Files

FORMAT FOR SESSION

- There are a total of 7 finalists
- Each finalist will present for 4-5 minutes
- After each presentation the team from Hire Heroes USA will ask one or two questions
- At conclusion of session, the teams will be available to address any additional questions

TUN DATA CHALLENGE FINALISTS

D1 - Carnegie Mellon University, Australia

D2 - Loyola University, Chicago, IL, USA

D3 - Missouri University of Science & Technology, MO, USA

D4 - National Institute of Development Administration (NIDA)Thailand

D5 - University of North Carolina, Charlotte, NC, USA

D6 - University of North Carolina, Charlotte, NC, USA

D7 - University of Waterloo, ON, Canada

The Power of Social Media

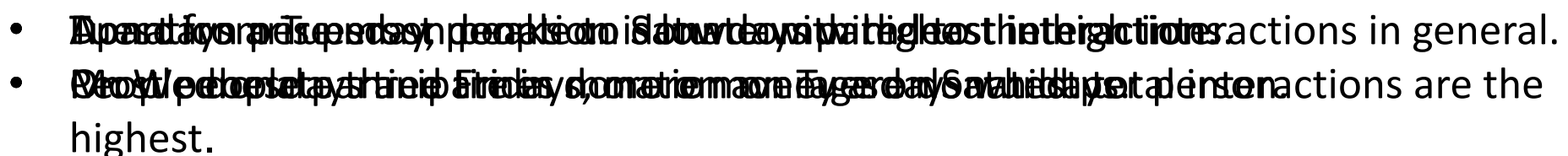
A Marketing and Development Analysis of Hire Heroes USA

Team Tartans

D1 - Carnegie Mellon University

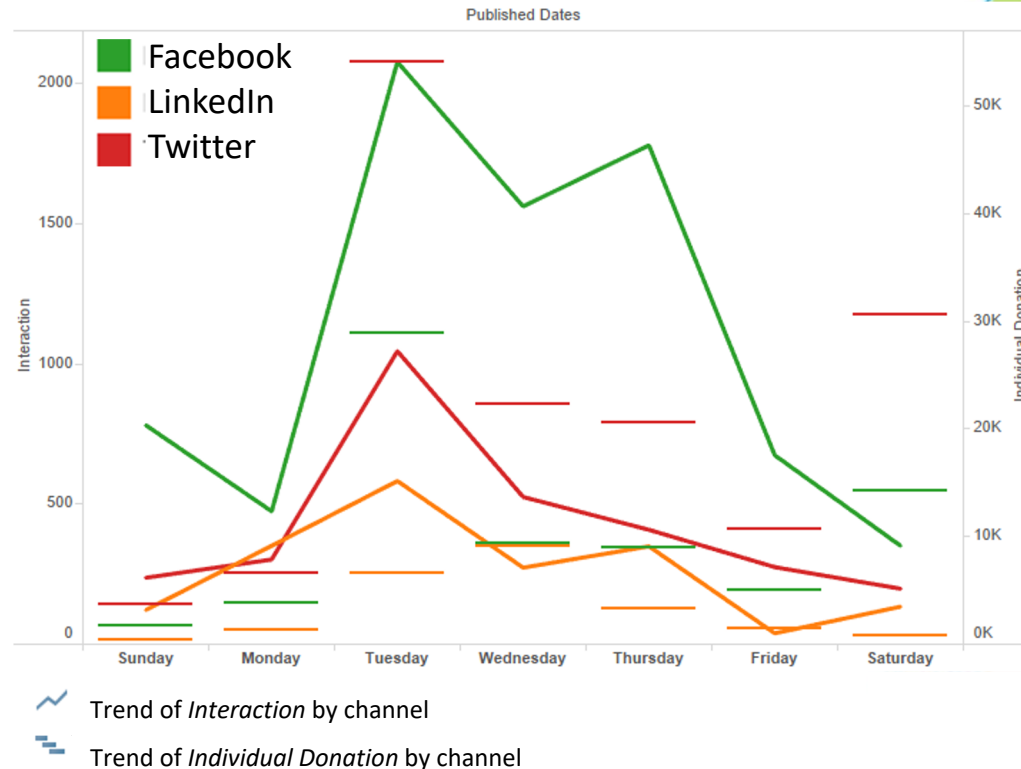


Donations from Facebook
Facebook Interactions



Comparing Channel Performance

- Donations are highest on **Tuesdays** and **Saturdays**, while interactions decrease over the weekend
- Individual Donations by channel:
Twitter > **Facebook** > **LinkedIn**
- Interactions to Donations efficiency
Twitter > **LinkedIn** > **Facebook**



Platform Efficiency for Registration Campaigns

Assumption:

Each interaction made with the registration link were interested registrants

Interested Registrants per Registration Campaign:

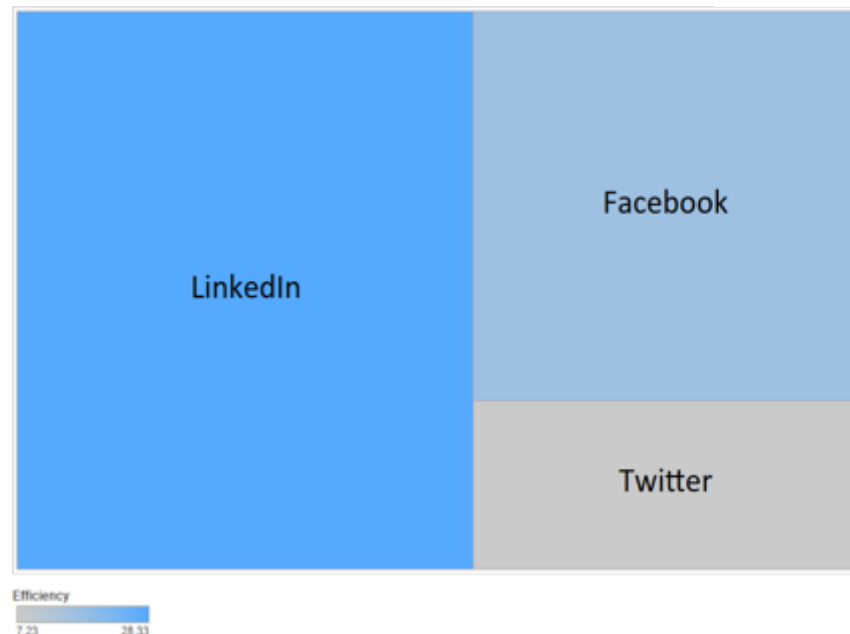
LinkedIn - $170/6 = 28.33$

Facebook - $250/15 = 16.66$

Twitter - $240/33 = 7.23$

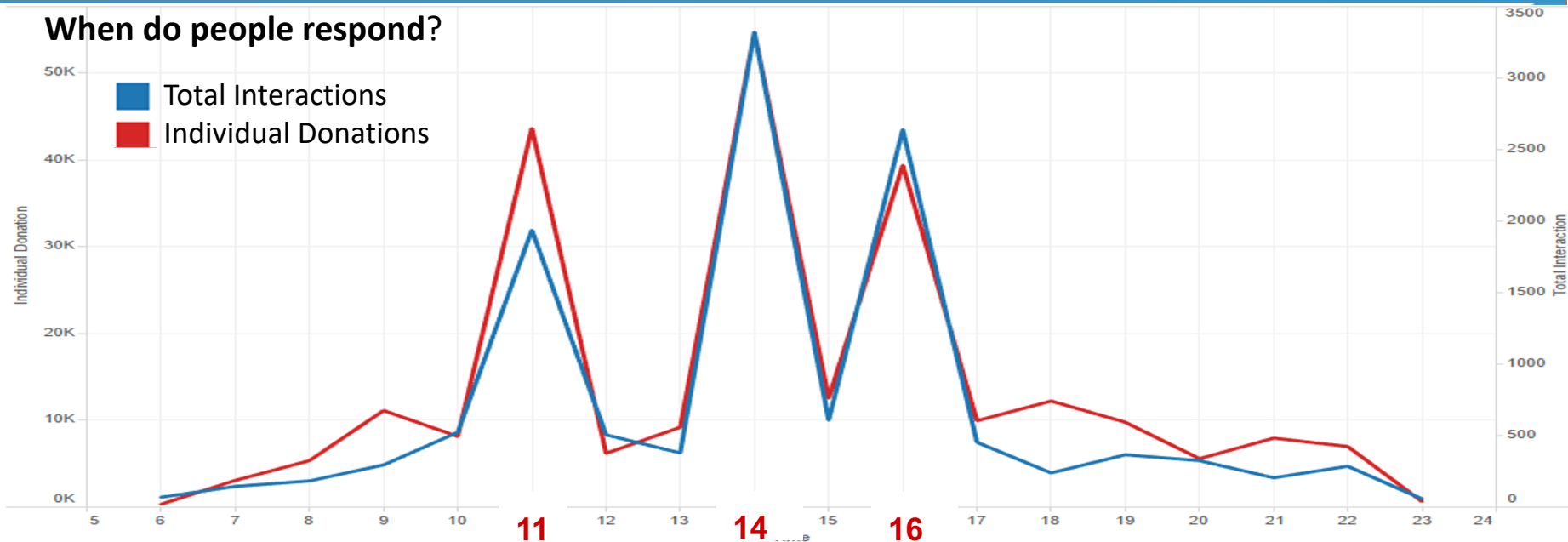
Suggestions:

Create more registration campaigns on LinkedIn.



When and What Do People Respond to?

When do people respond?

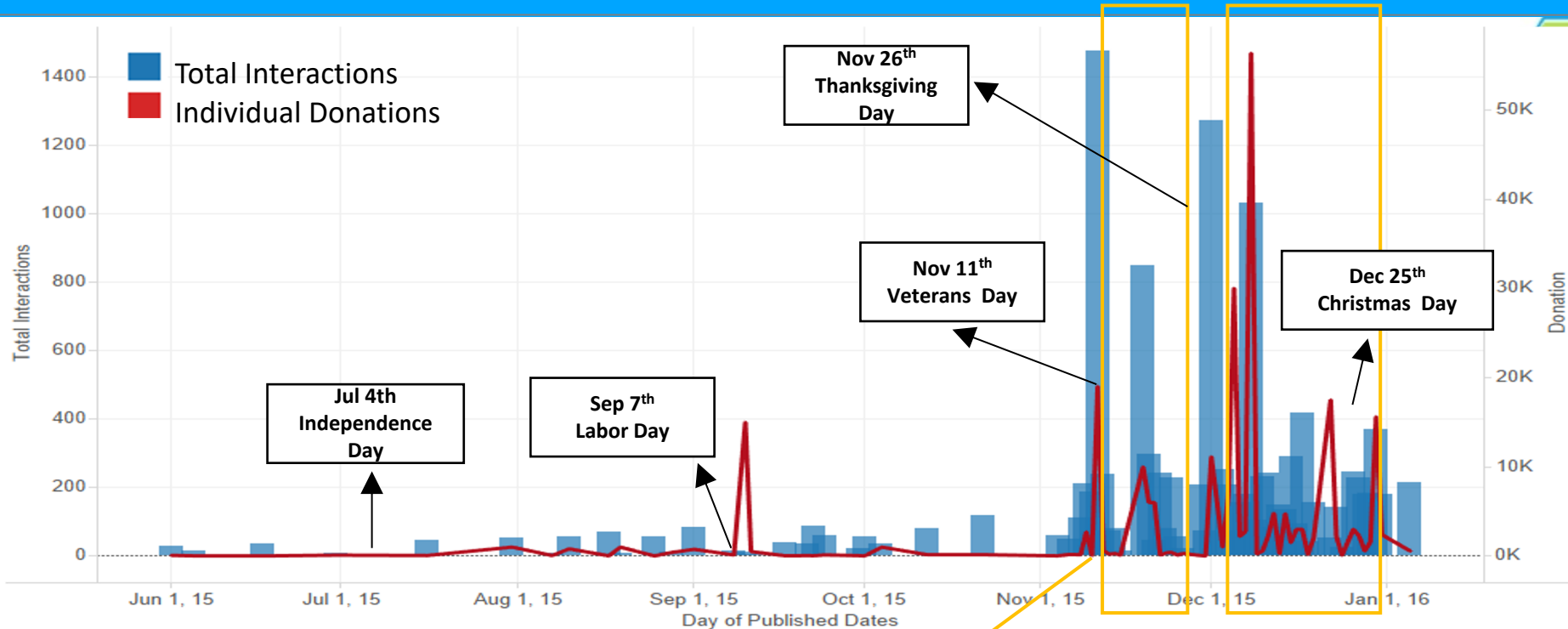


What do people respond to?

According to Text Analytics and association mining:

- Most promotions contain similar information - Use **Specific Events** attract more active discussions .
- **However, #Hashtags** attract more attention than normal text – #throwbackthursday

Special Days - Special Donations!

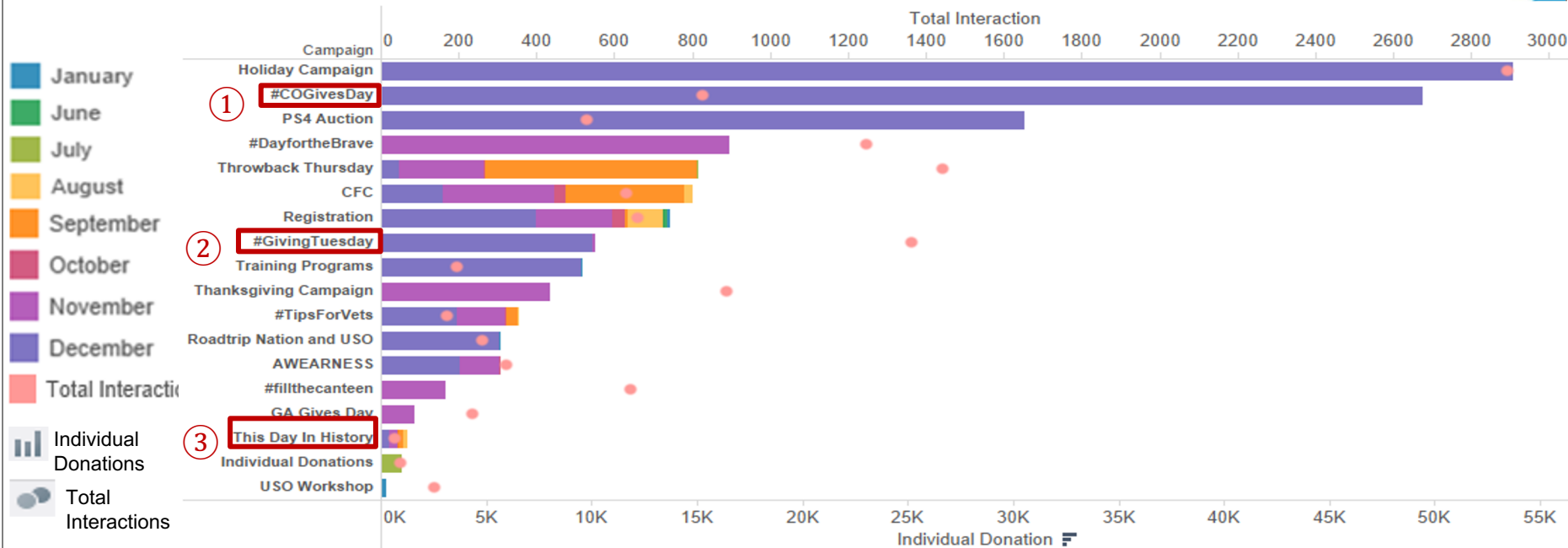


#Day for the Brave Thanksgiving Campaign Holiday Campaign

On and around **Independence Day** and **Labor Day**:
NO campaigns - NO donations!

- On or around **Veterans Day**, **Thanksgiving Day** and **Christmas Day**:
Campaigns attracted significant donations!

Campaign Effectiveness



Insight:

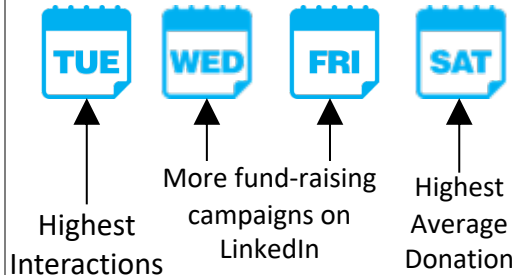
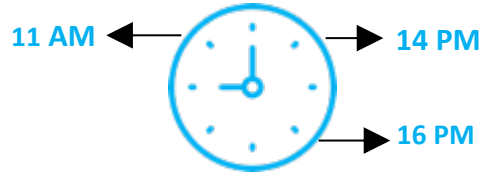
- ① High efficiency for fund raising ✓
- ② Low efficiency in donations → Publicity oriented -
- ③ Publicity Oriented or Bad Operations ✗

Suggestions:

- Divide the campaigns into **fund-raising oriented** and **publicity oriented**, plan the budgets and approach accordingly.
- Look into low donation but long-running campaigns to find existing issues

Suggestions

Time and Days Matter!



Make it **BIG** on special days:
especially patriotic days!

Out of the Box

- #Hashtags
- Personal Stories
- Eye-catching

Campaigns!

- Discard inefficient campaigns
- PS4 Auction Campaign
- Tailor to target audience

$$1 + 1 + 1 + 1 > 4!$$



Publicity Oriented



Fund-raising
Oriented



Registration
Oriented



SEO – Intriguing
Articles

Thank You

Questions/Comments

Email: aditsanghvi94@cmu.edu

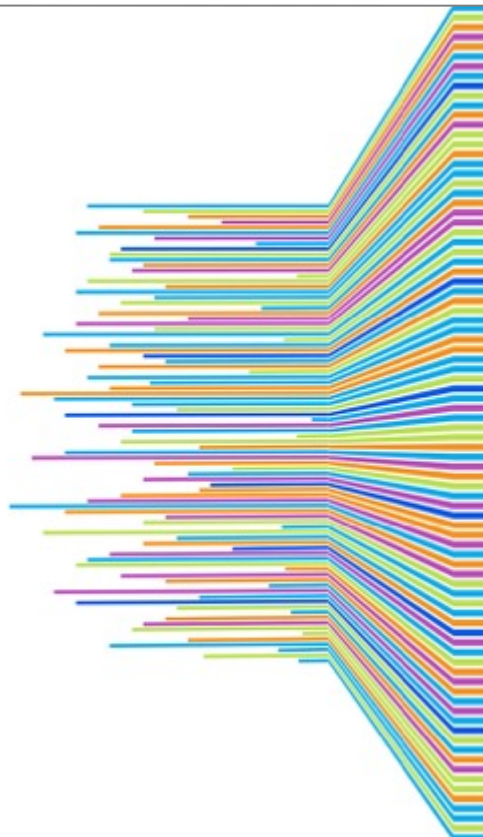
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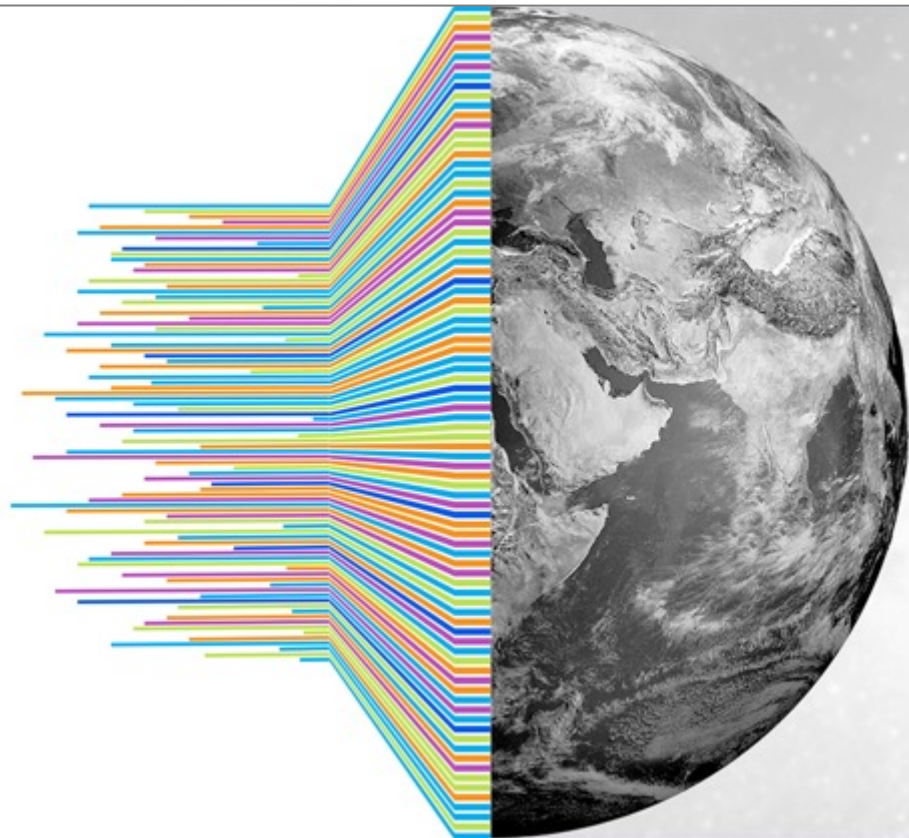


Hired Heroes Social Media Analysis

Mohsin Munshi, Jeremy Naber, Bryan
Thacker, Austin Tolentino, Tayva Vollan



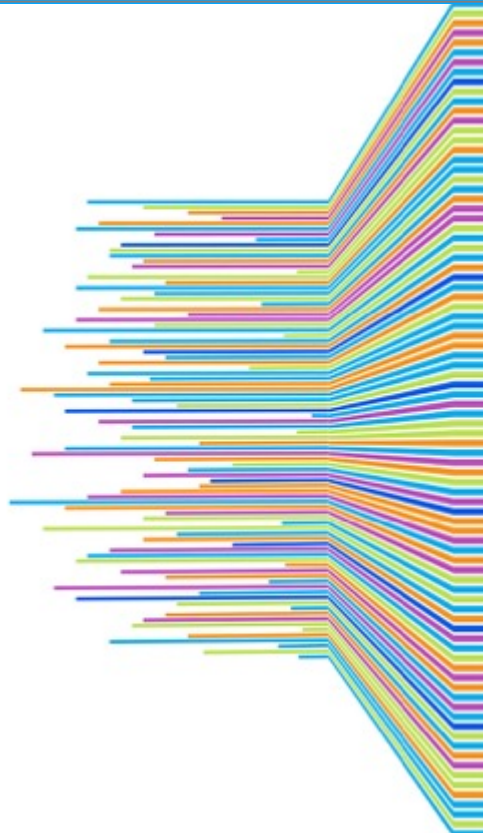
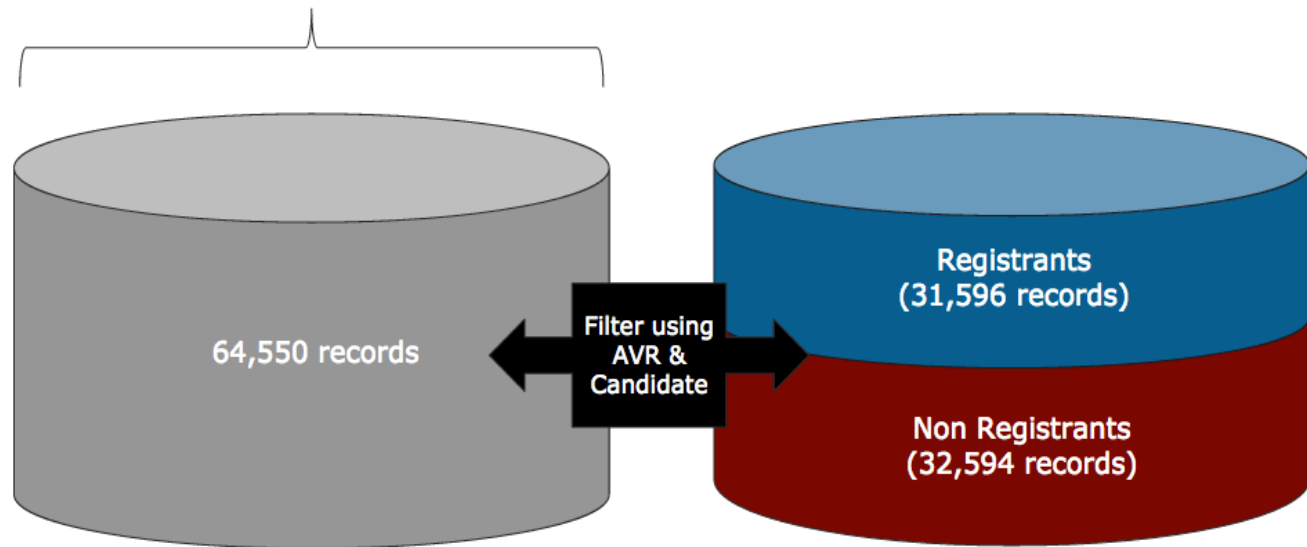
QUINLAN
SCHOOL of BUSINESS



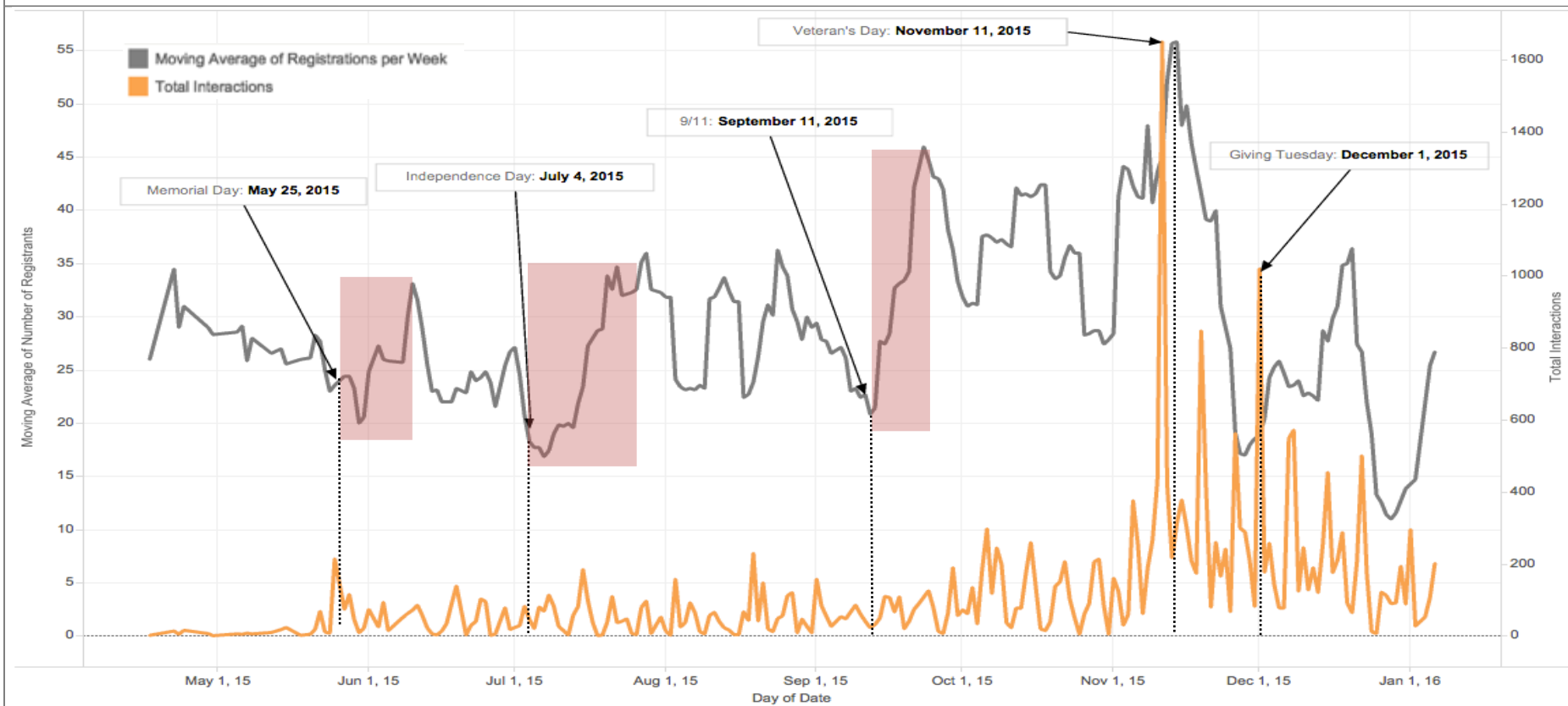
Overview

Salesforce Contact Sheet
Huge but mostly empty file. (9,538,606 cells)

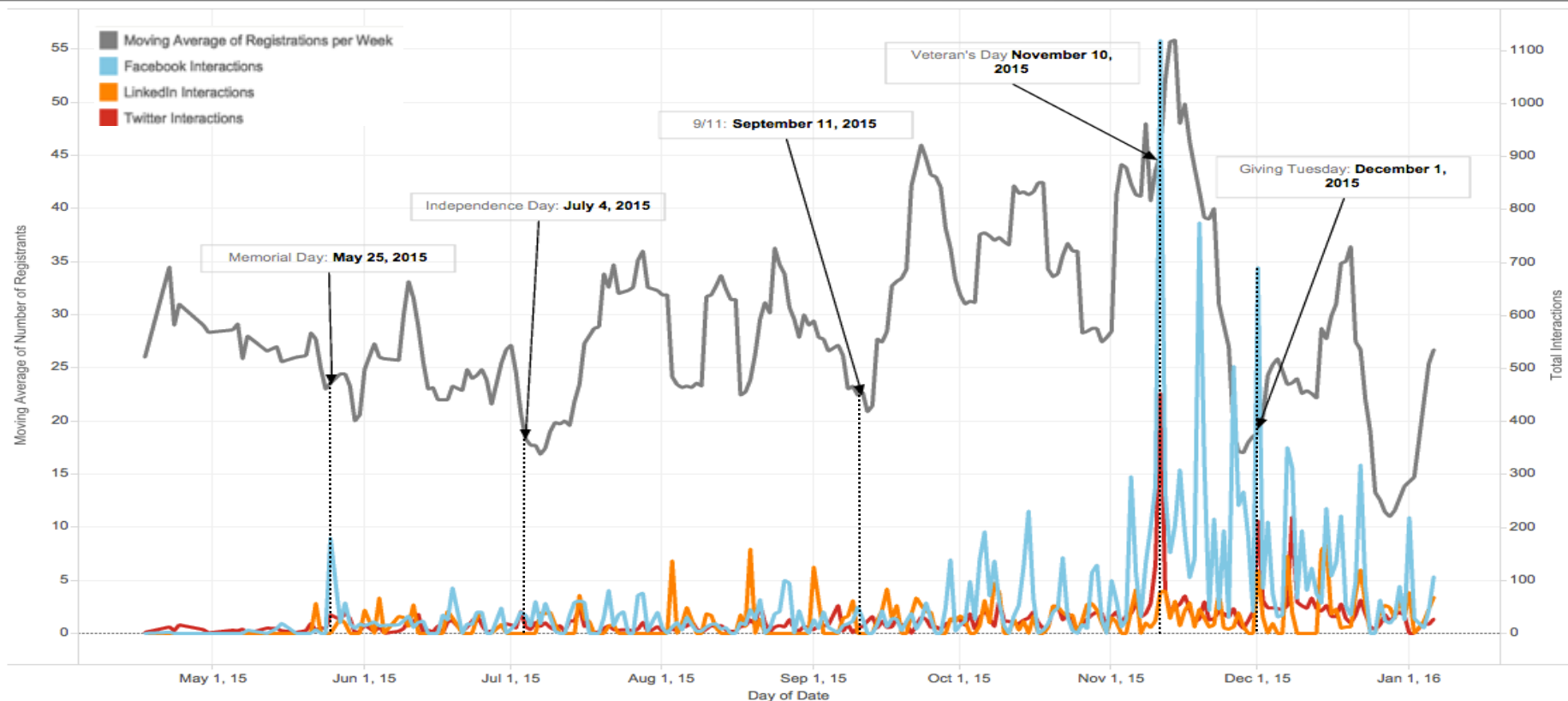
Solution: Eliminated irrelevant columns, reducing file size by 80% and leaving 1,635,988 cells



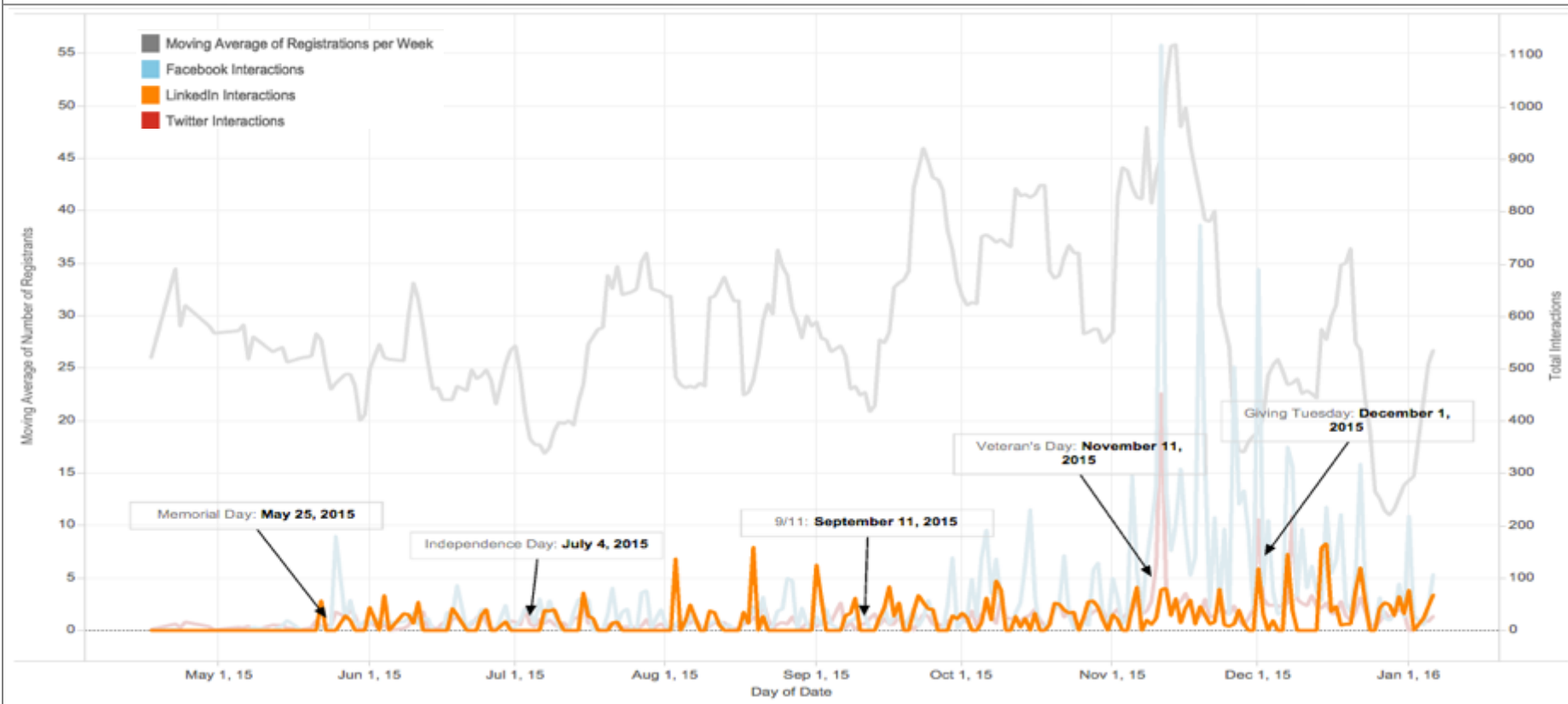
Total Registrations and Total Social Media Interactions



Total Registrations and Total Interactions by Social Media Platform

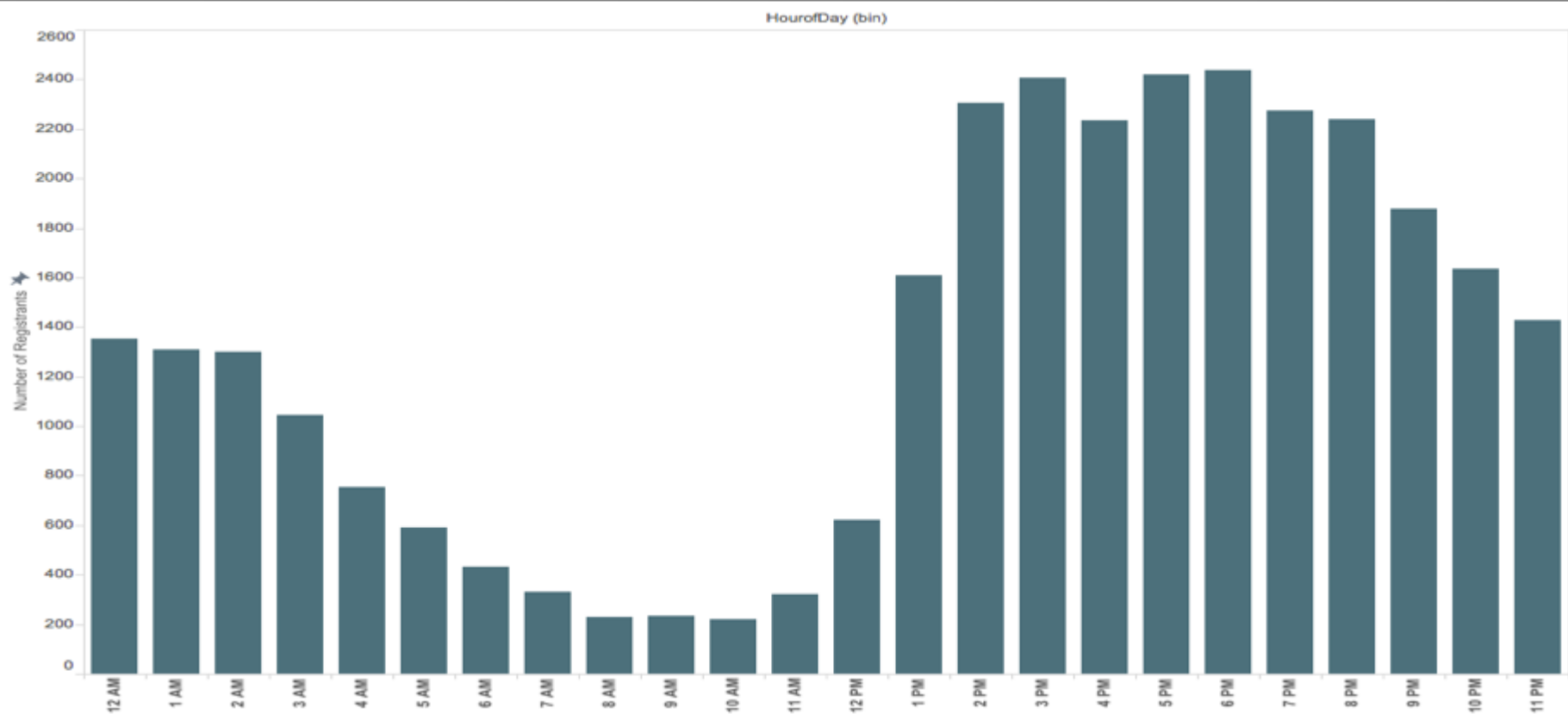


Total Registrations and Total Interactions Highlighting LinkedIn



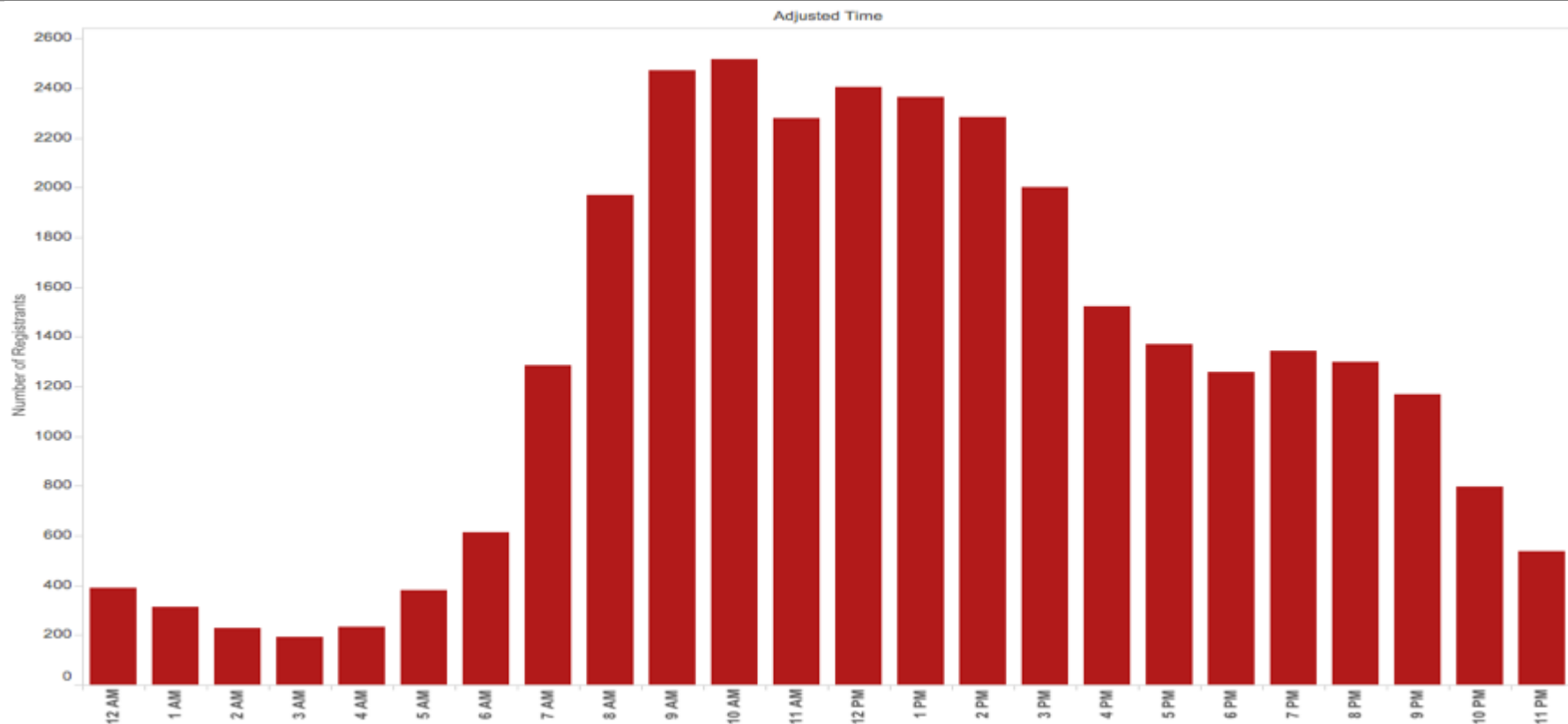
Total Registrations per Hour

Server Time

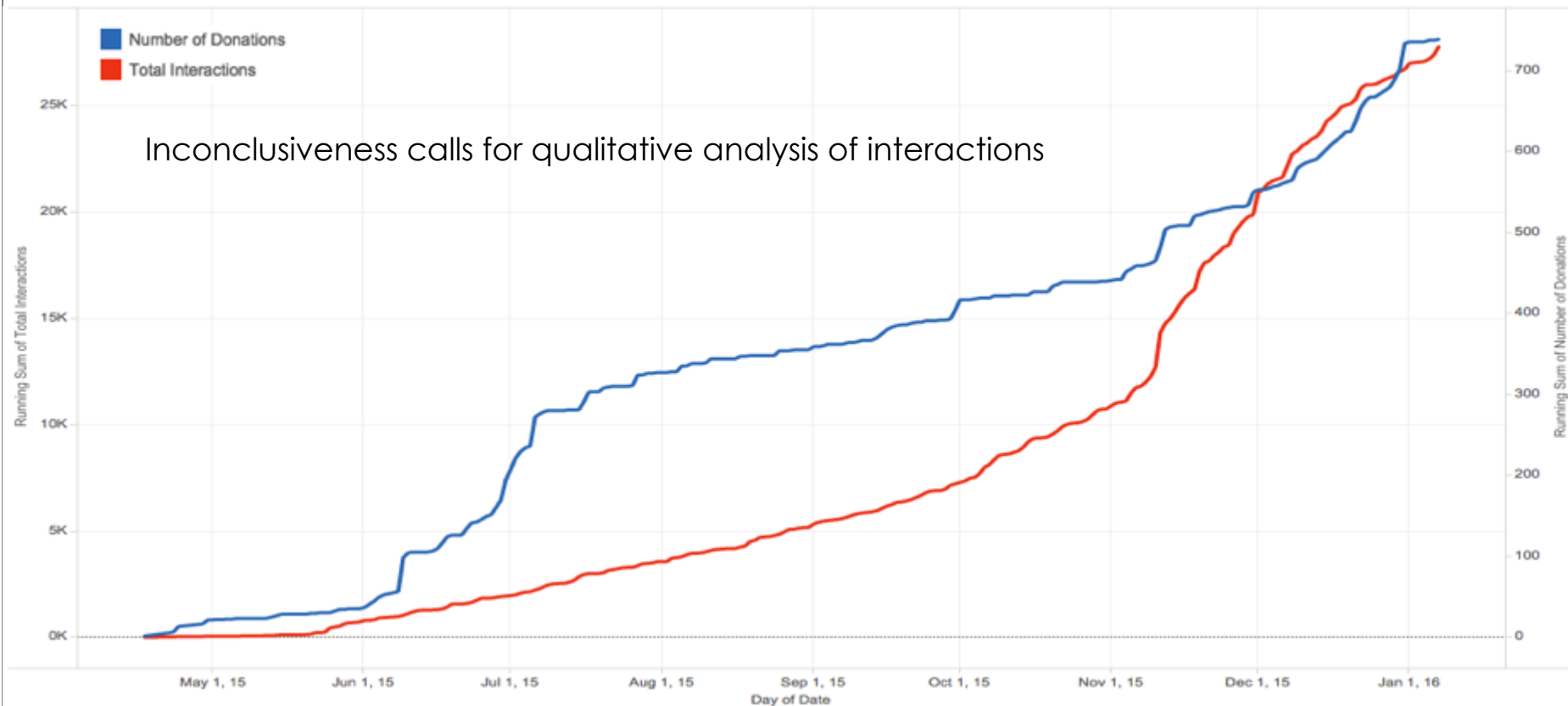


Total Registrations per Hour

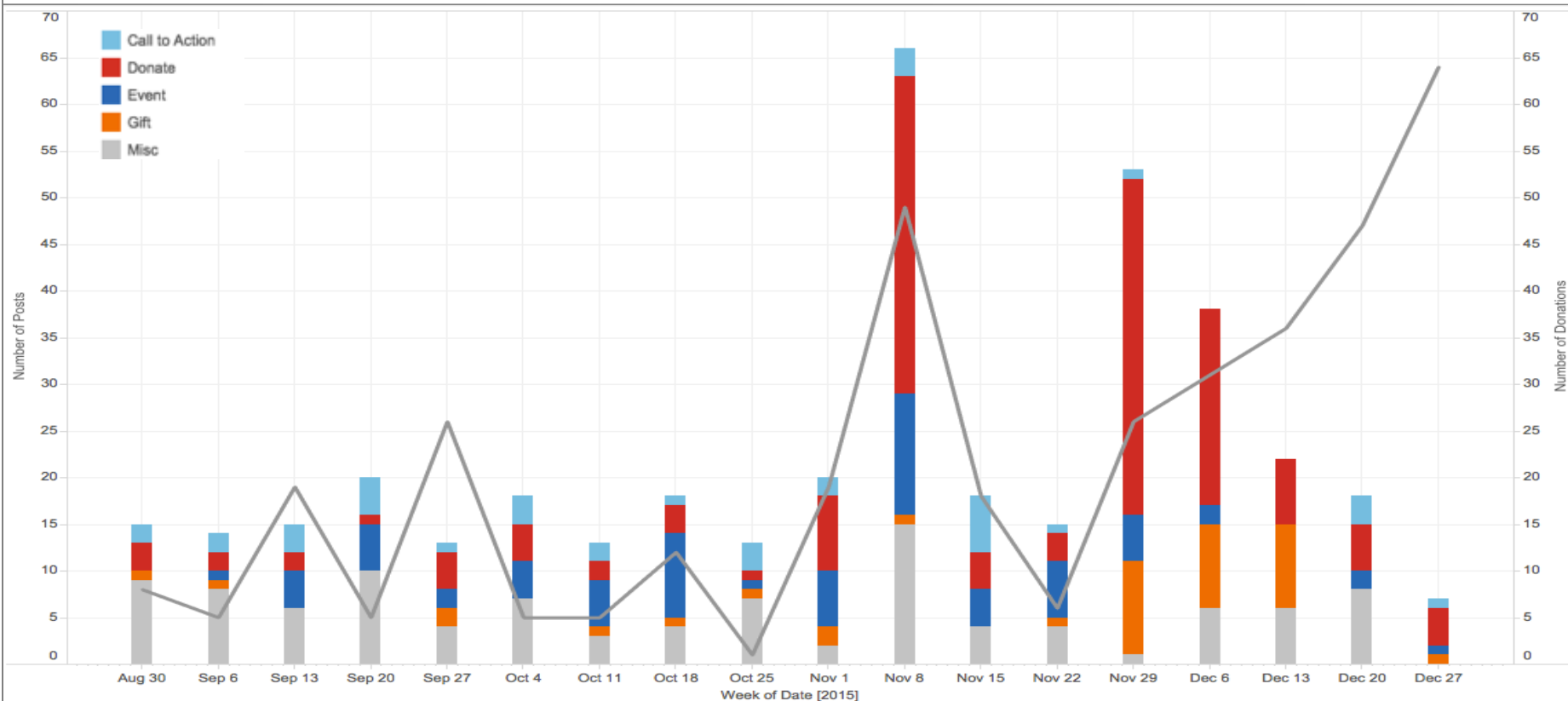
Candidate's Local Registration Time



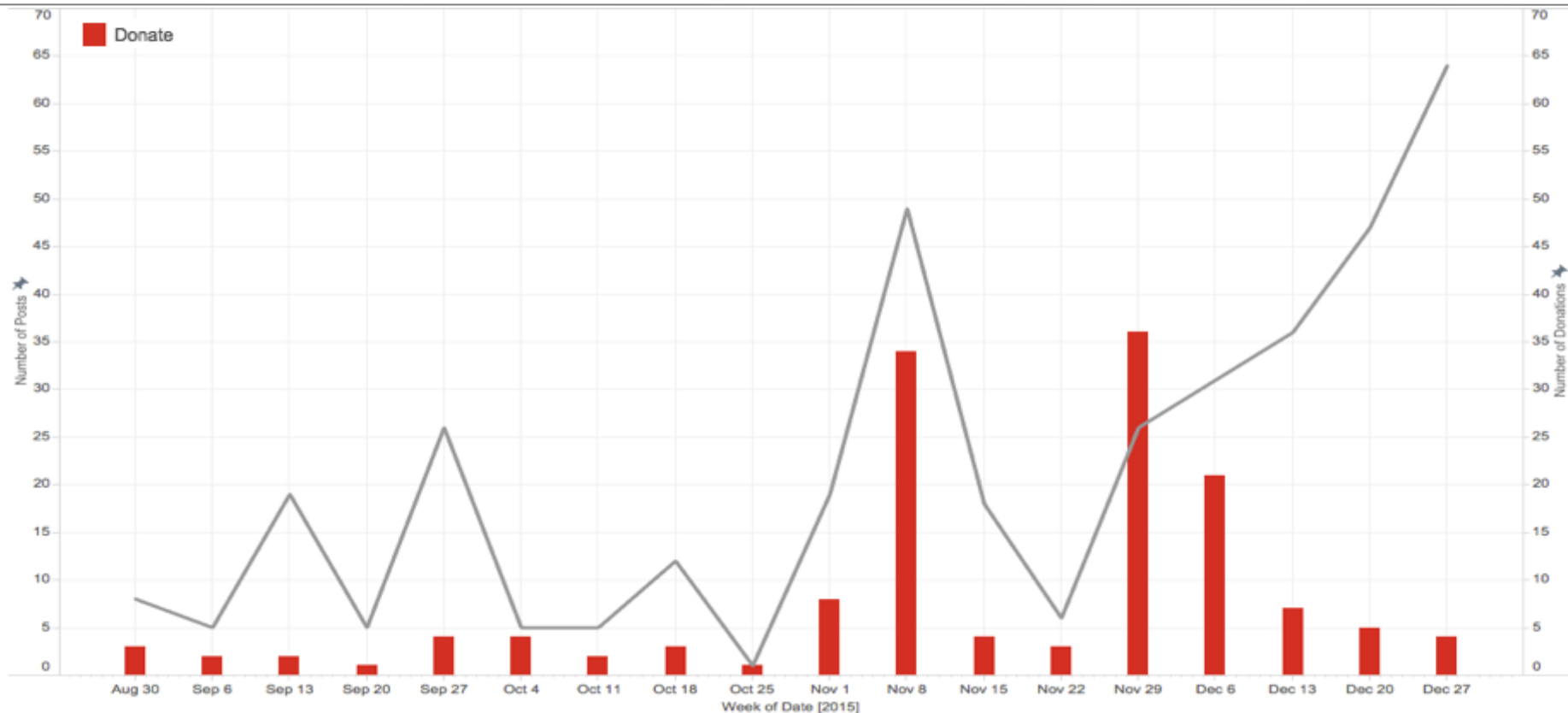
Total Number of Donations and Total Social Media Interactions



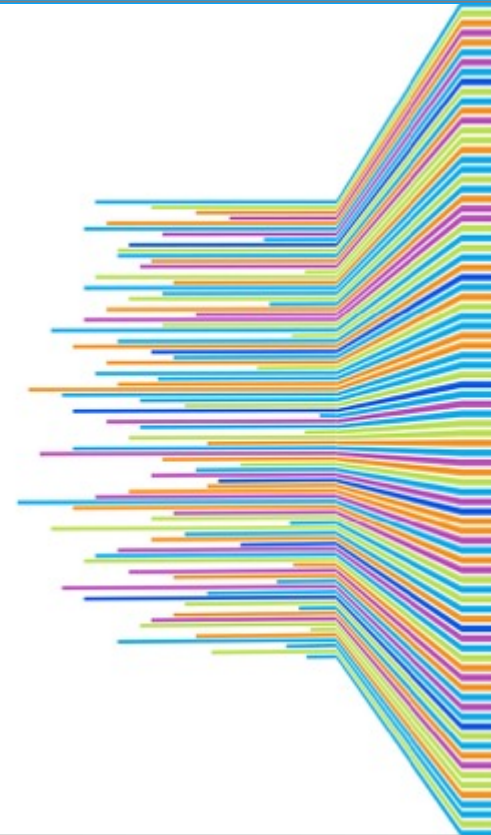
Total Number of Donations and Total Facebook Posts by Type



Total Number of Donations and Total Facebook Posts about Donations



- Clean data with marketing segmentation in mind
- Prioritize timeliness and relevance in social media posts
- Opportunity for deeper engagement with social media followers



Thank You

Questions/Comments

Email: Tvollan@luc.edu

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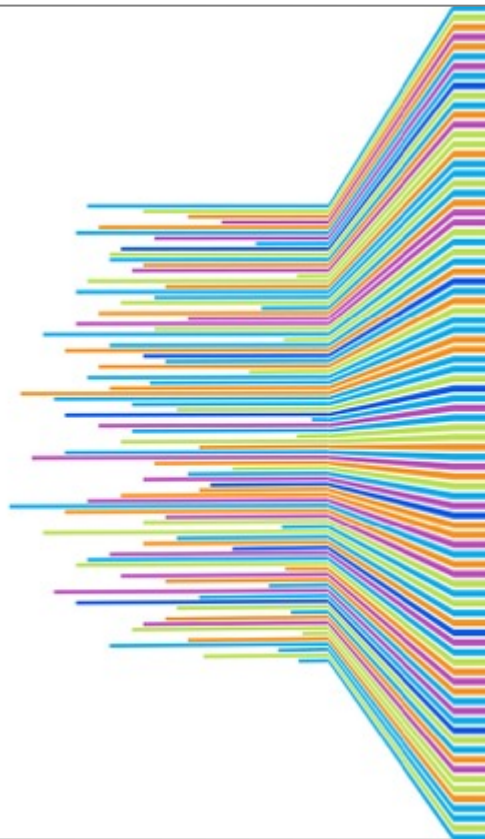
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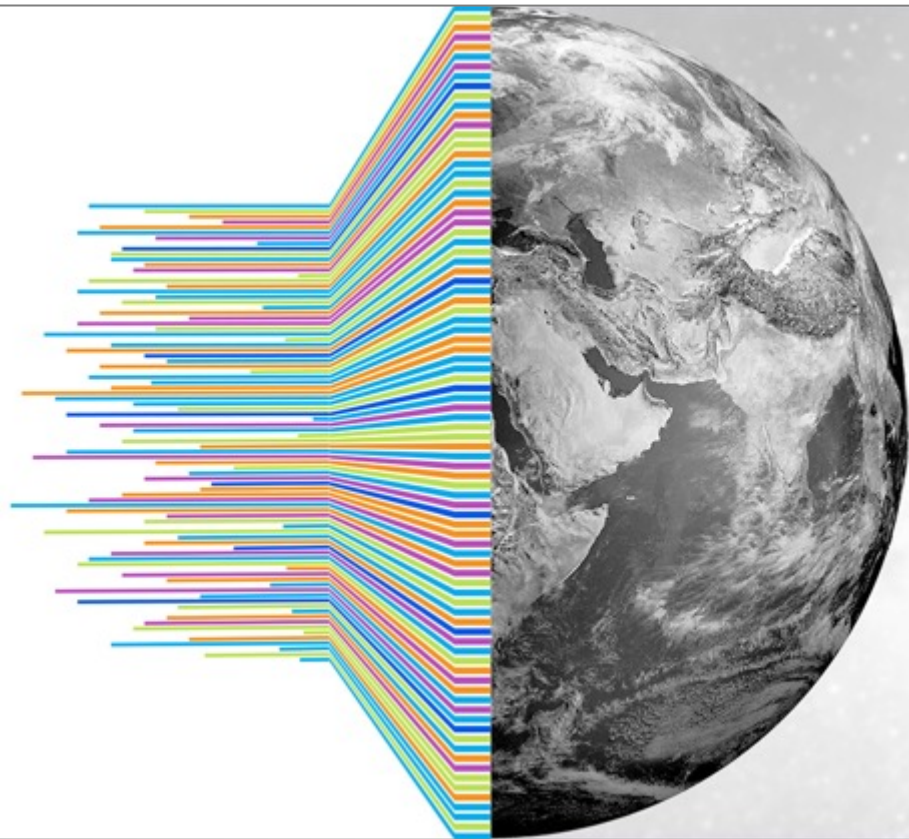
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Marketing and Business Development

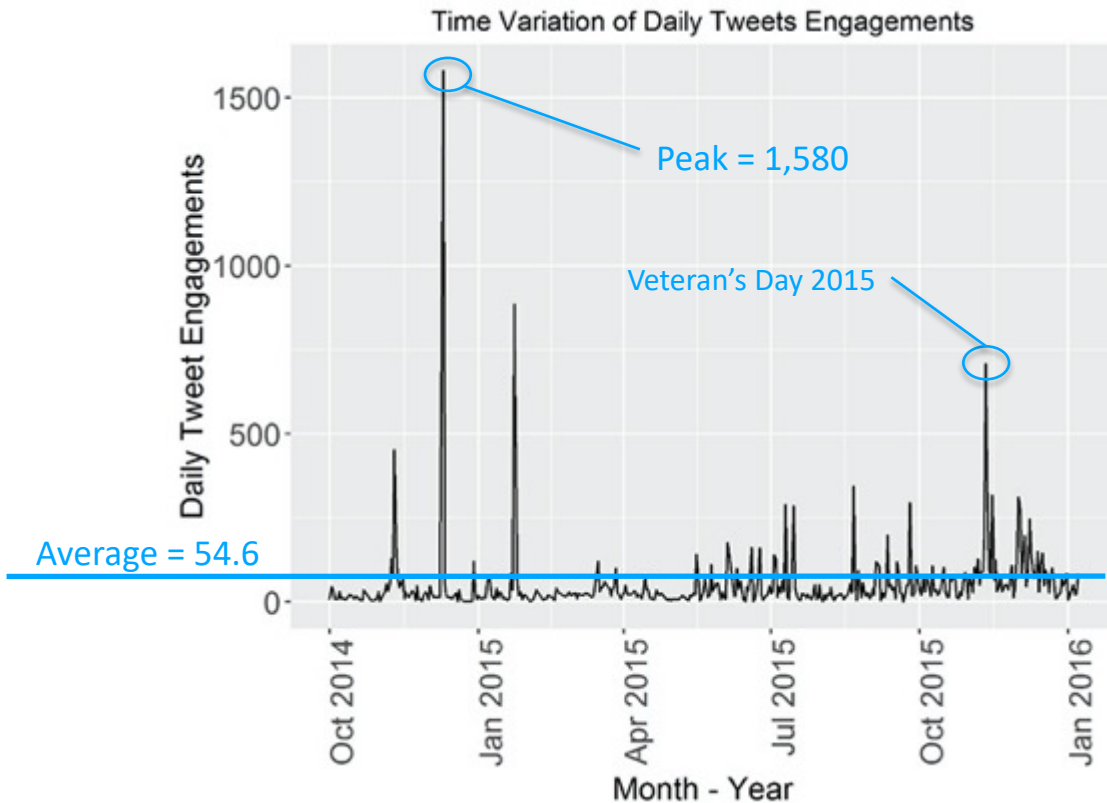
Amartya Sen, Fred Stone

MISSOURI S&T



SOCIAL MEDIA DATA

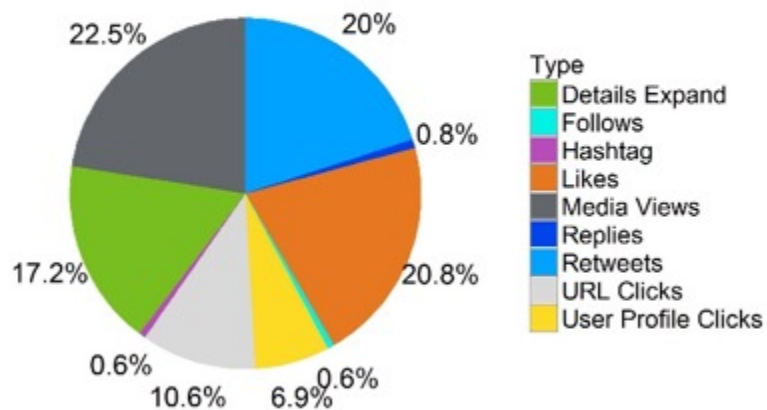
- Tool used for all analysis: R
- Engagement is most affected by media views and retweets
 - $R^2 = 0.9617$
 - R^2 (with impressions as independent variable) = 0.51



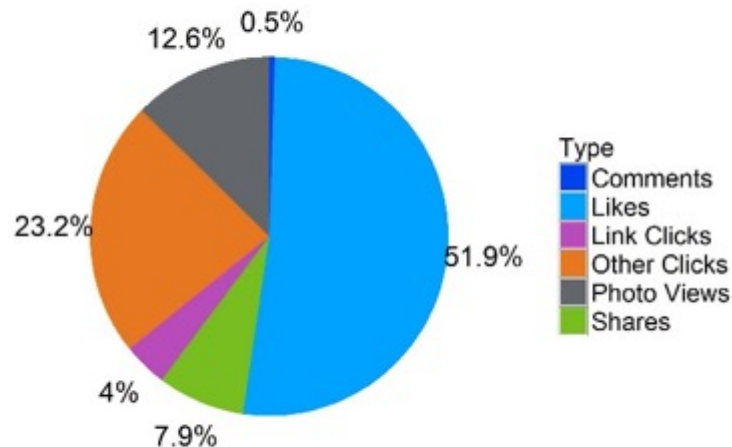
SOCIAL MEDIA DATA



Twitter Interactions Oct. 2014 - Jan. 2016



Facebook Interactions from Oct. 2014 - Jan. 2016



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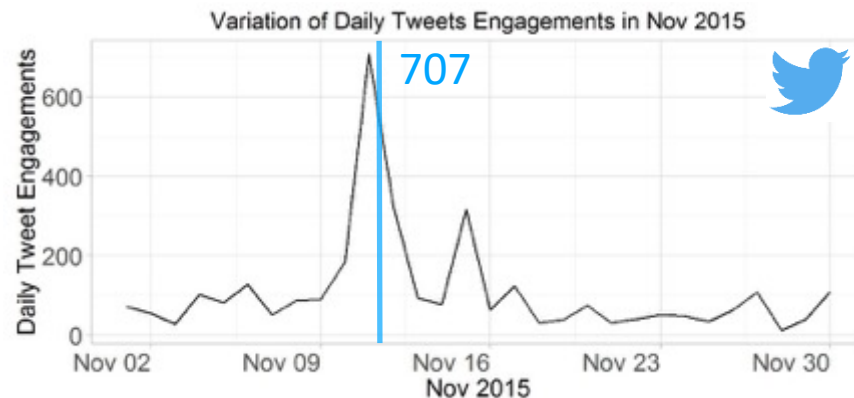
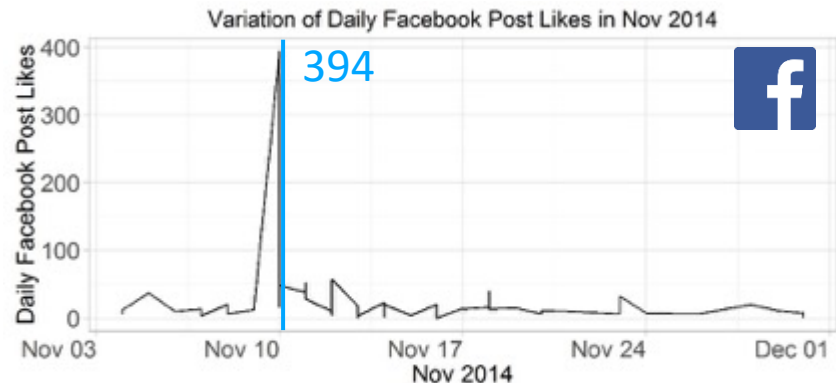


Frequently used words from Facebook posts having the top 20% reach.



SOCIAL MEDIA DATA

2015 Data	Twitter (Engagements)	Facebook (Likes)
Average Post	13.2	42.6
Memorial Day Average	18.67	129.00
Memorial Day percent Increase Above Average	142%	303%
Fourth of July	32.50	20.00
Fourth of July percent Increase Above Average	247%	47%
Veteran's Day	14.17	154.00
Veteran's Day percent Increase Above Average	108%	362%

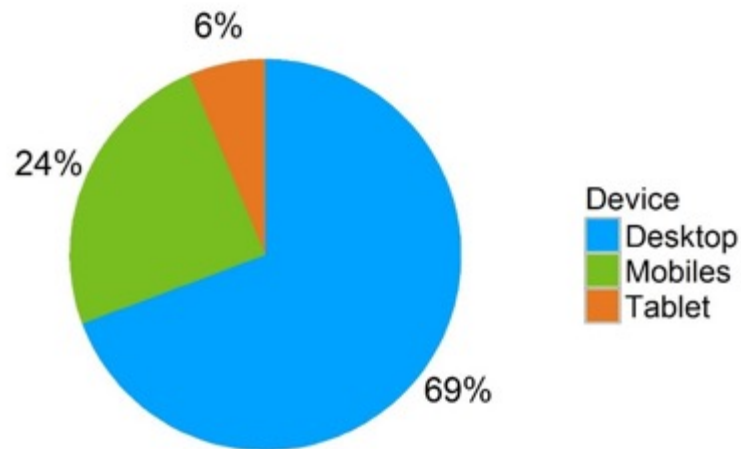


Use social media on
VETERAN-RELATED holidays.

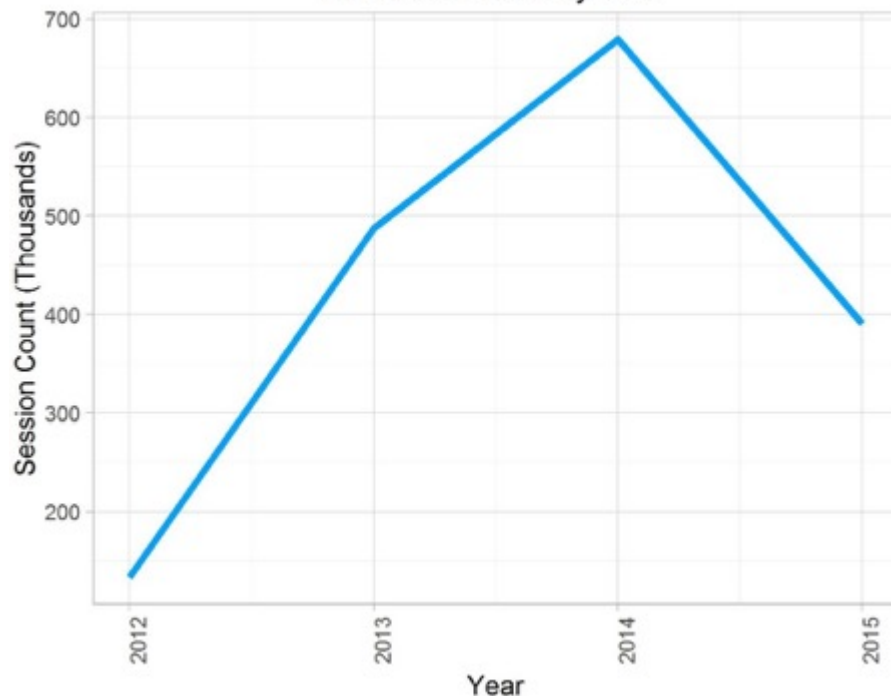
WEBSITE ANALYTICS DATA

- People may be learning information about Hire Heroes USA from social media instead of website

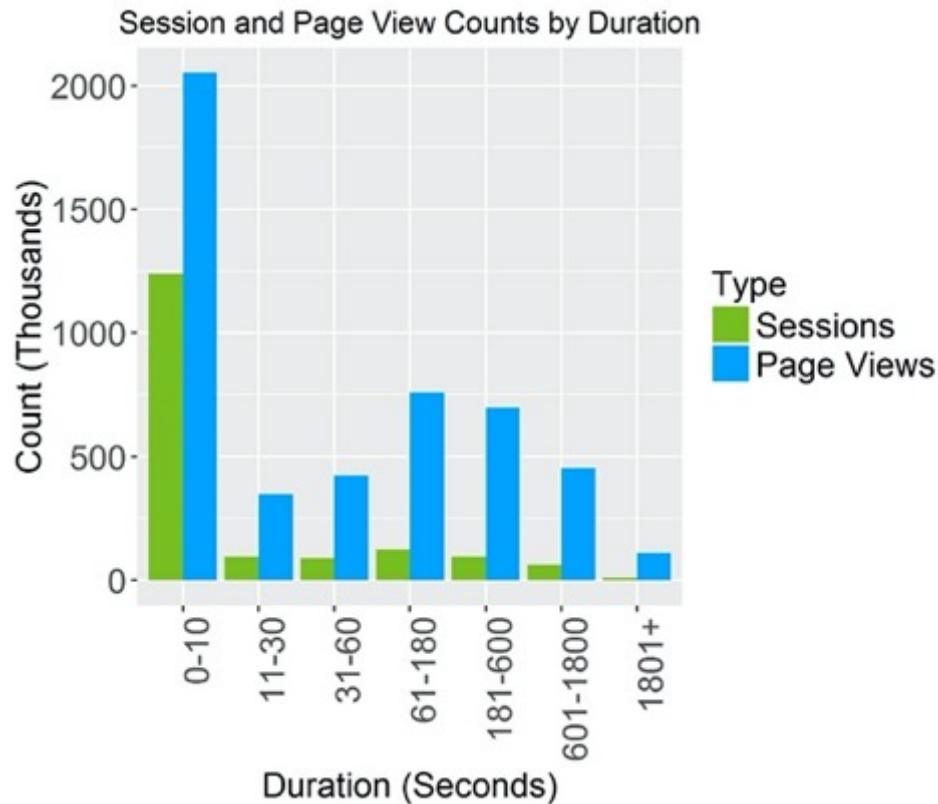
Devices Used to Access Website



Sessions Count by Year

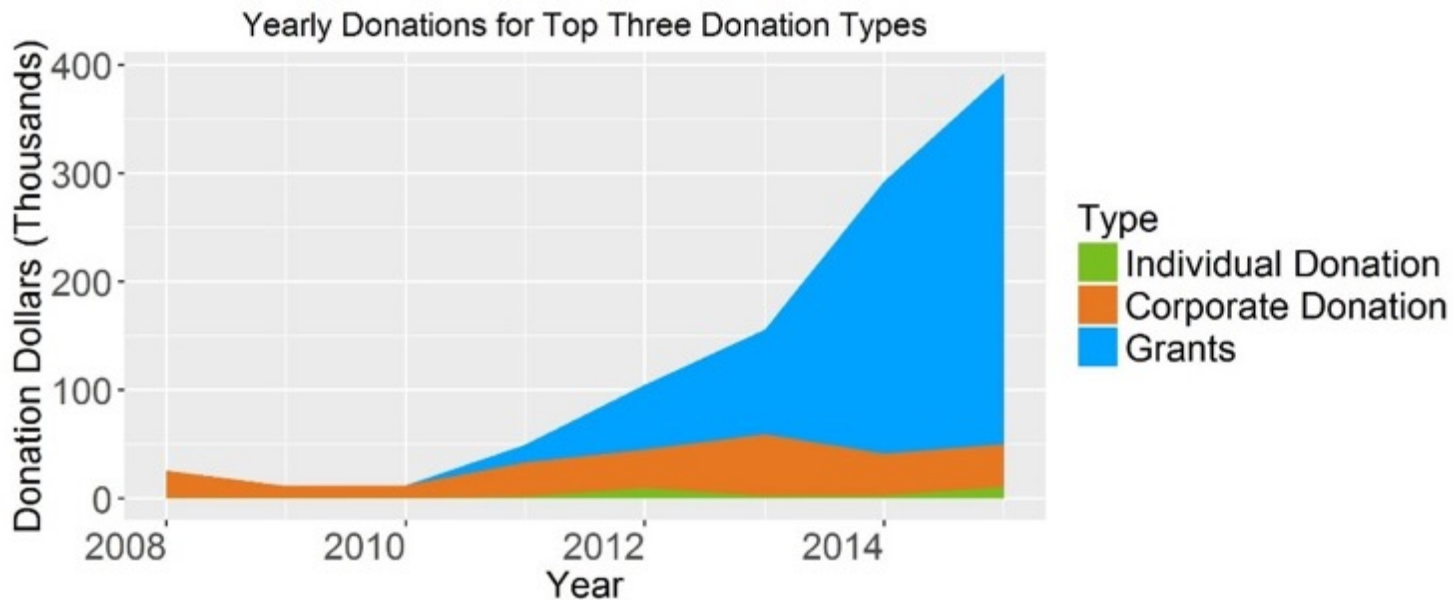


- Most users are not on site long enough to read large amounts of text
- Use images and short text
- Use Google Analytics benchmarking
- Compare with session durations for other charitable organizations



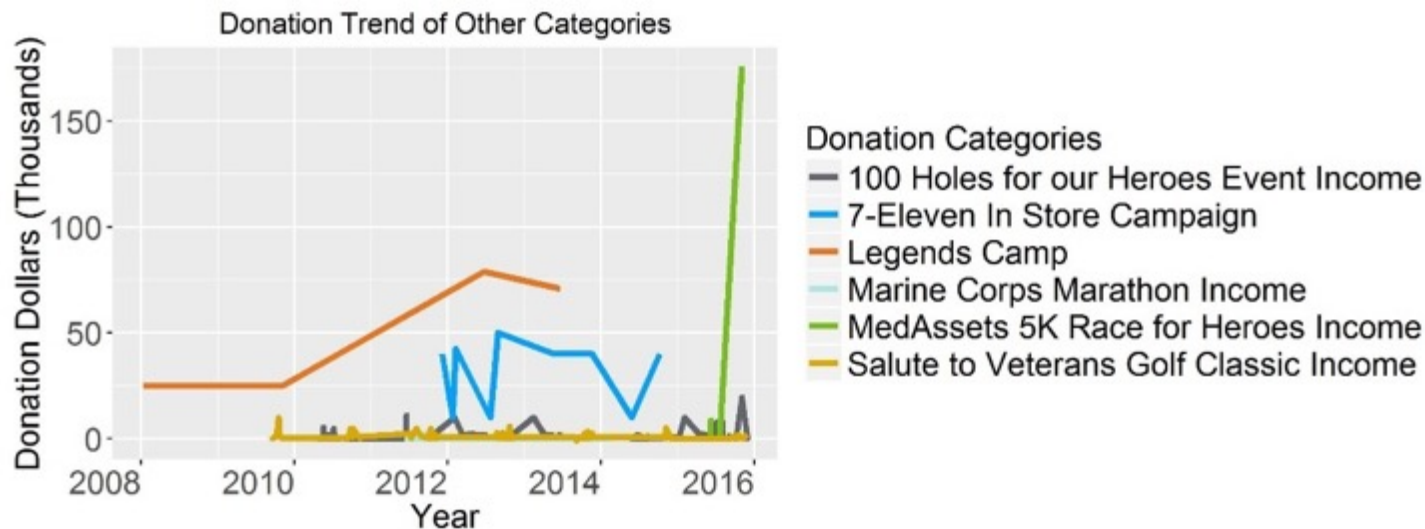
DONATION DATA

- Beginning in 2010, grants are the most effective type of funding



DONATION DATA

- Restart previously successful funding campaigns



- Continue efforts in pursuing grants
- Post with embedded media since is most effective for engaging users
- Increase collaboration with professional athletes and celebrities
- Use social media on veteran-related holidays
- Use images and short text on website to maximize communicated message

Thank You

Questions/Comments

Email: asrp6@mst.edu, Fred.Stone@mst.edu

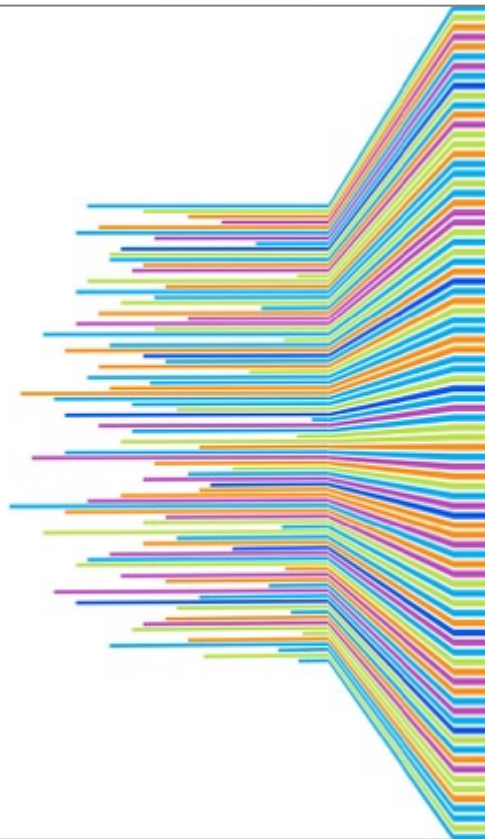
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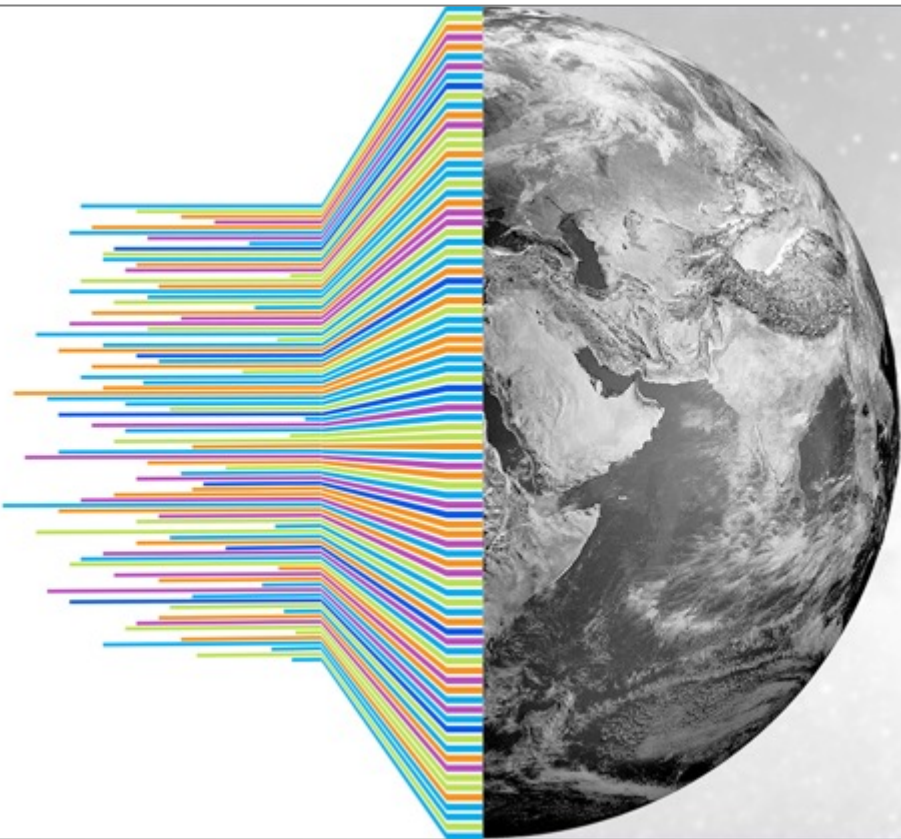
HireHeroesUSA

Varut Prateepvattanavit

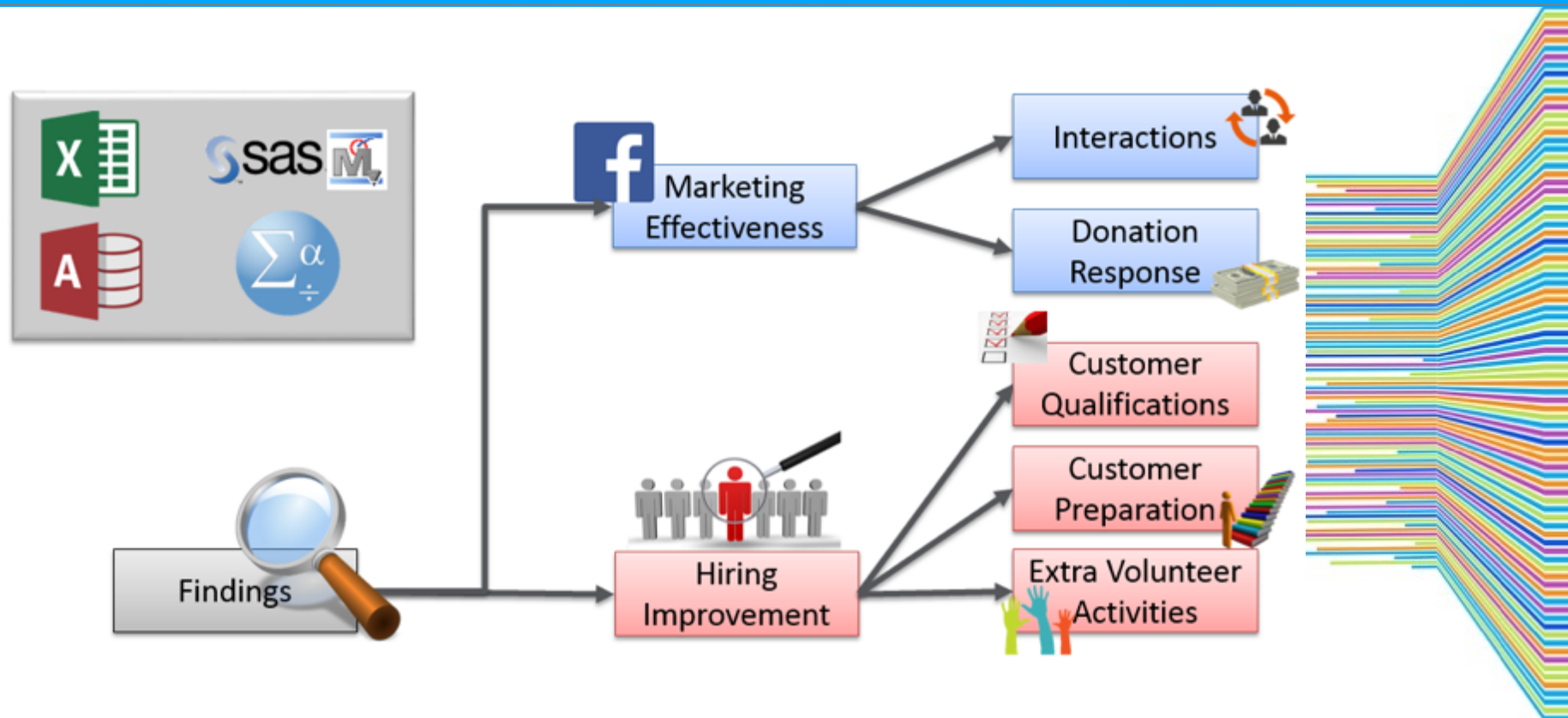
Artitaya Keawsuk

Niwat Suthathammarat

Advisor: Dr. Jongsawas Chongwatpol



Topics



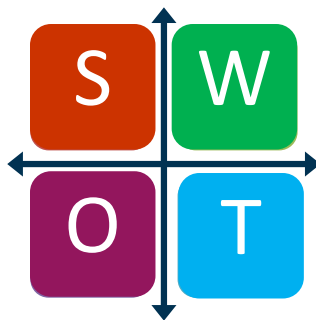
Industrial Structure and SWOT Analysis

Strengths

- Long experience since 2007
- Somewhat strong brand awareness
- Several annual events
- Partnership with Kia Motors

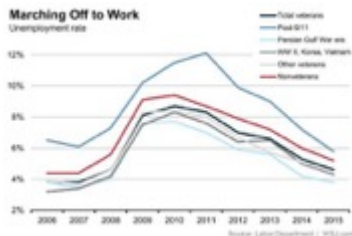
Weaknesses

- Only 6 offices across USA
- Low engagement in fan pages



Opportunities

- Low rivalry
- Economic recovery
- Decreasing unemployment rate
- Government support for hiring veterans



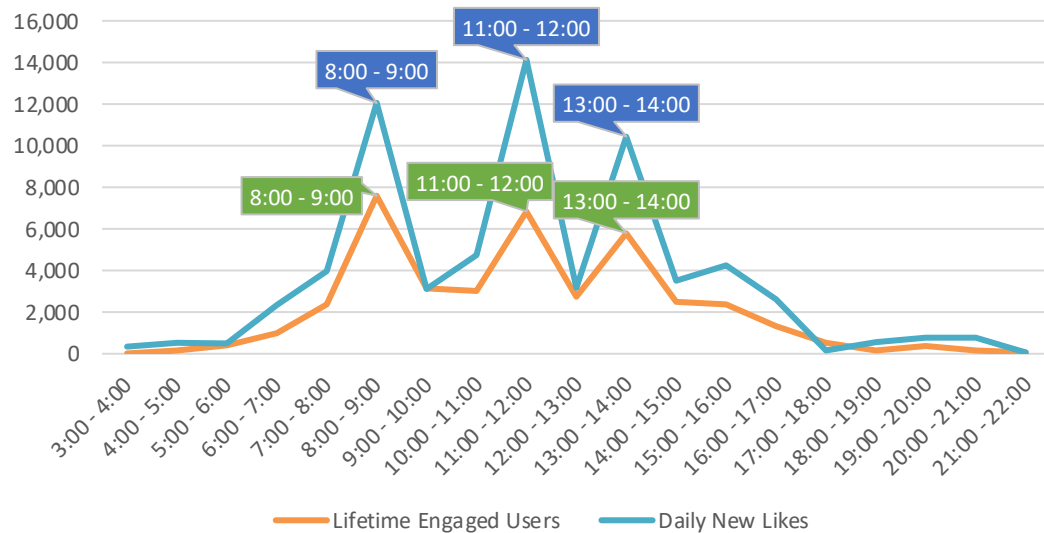
Threats

- Direct recruiting between customers and companies

Marketing Effectiveness: Interactions

Daily Page Engaged Users by Post Subject

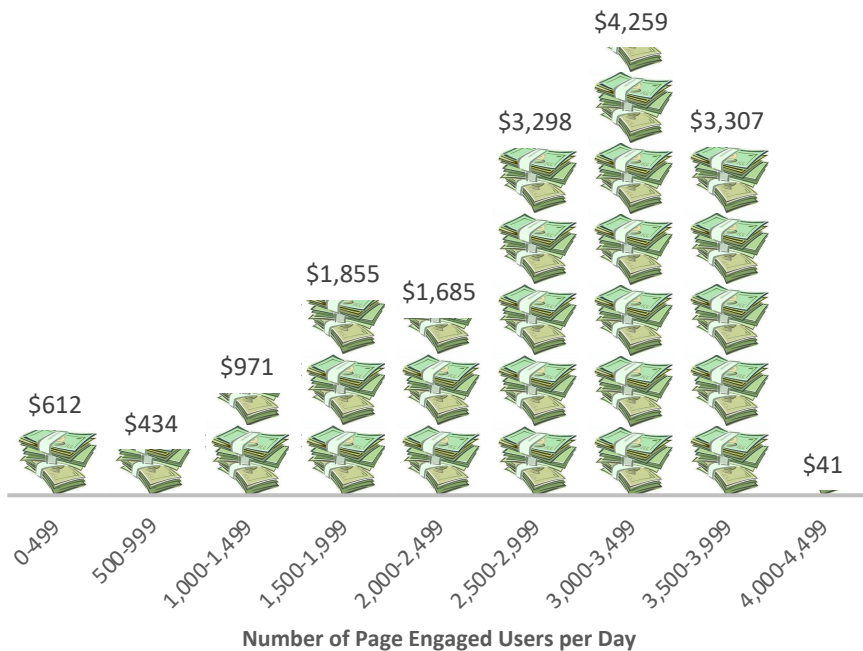
Relationship between Posted time & Facebook Engagement



Page engagement is peaked if the posts are published during 8-9AM, 11-12PM and 1-2PM.

Marketing Effectiveness: Donation Response

AVERAGE DAILY DONATION AMOUNT BY NUMBER
OF PAGE ENGAGED USERS PER DAY



Donation amount significantly
rises in the days with
2,500 – 3,500 users.

Marketing Recommendation



Post **brief** headline for Heroes' stories and historical war stories with interesting **photos** and **link** to HireHeroesUSA website.



Post time: 8-9AM, 11-12PM and 1-2PM.



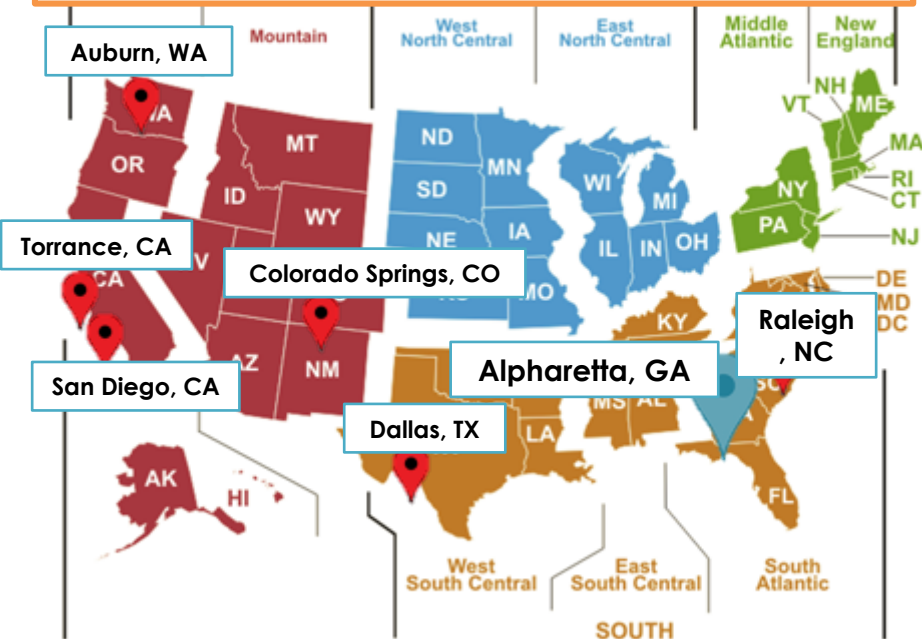
Reminder: The day after the first posted date

1. Increase the number of posts about inviting **new partners**.
2. Allow key partners to promote their organizations or special events in return.

Hiring: Geographic

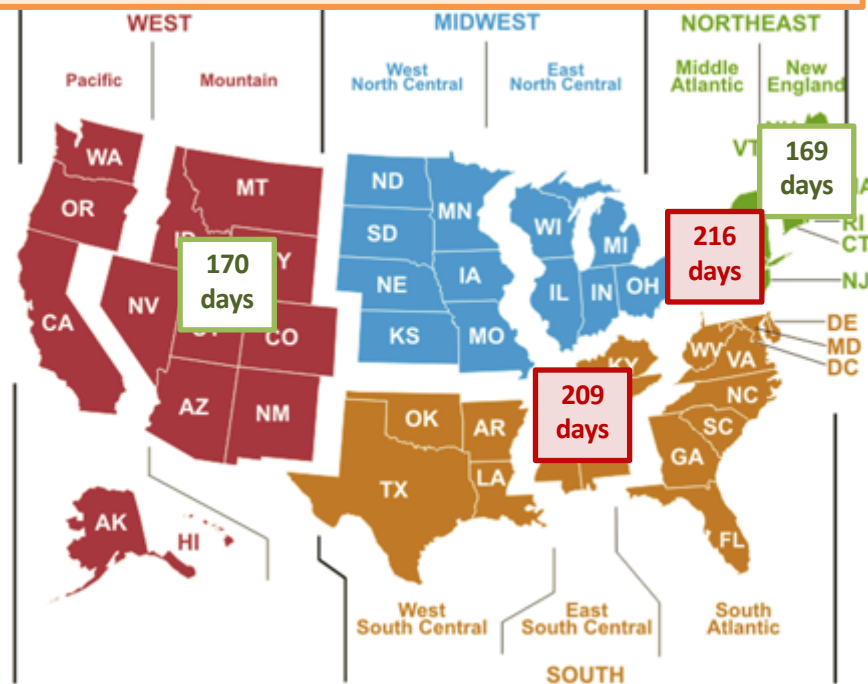
Figure 2. United States Census Divisions

Map shows "HHUSA offices"



Source: U.S. Energy Information Administration.

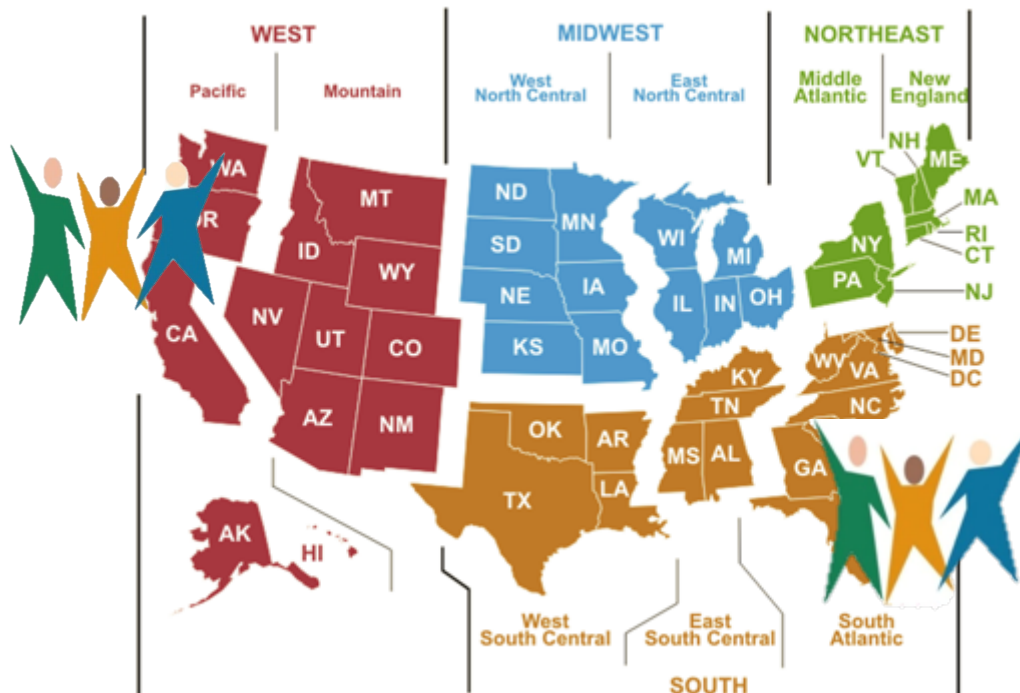
Map shows "the fastest and slowest divisions" in hiring



Source: U.S. Energy Information Administration.

Hiring: Geographic

Map shows "Requests for Volunteer Services"



Source: U.S. Energy Information Administration.

Hiring Improvement



Volunteer activities increase the probability of employment (on an average of **40 days** faster)



Veterans with *High School or technical certificates*

- **Less interest** in volunteer activities
- **Lower confirmed** employment rate

Education

Veterans with *Bachelor's Degree*

- **More interest** in volunteer activities
- **Higher confirmed** employment rate





Key Findings

- Donation amount relates to page engagement
- Engagement is high from posts with photos and links
- Engagement will be rising within few days after posts
- Low number of posts contributed to partners

Recommendations

- Post with attractive photos and links to HHUSA website
- Follow-Up Messages
- More posts for Partners



Hiring Improvement

- Volunteer activities increase probability of confirmed hire
- High-school diploma and certificates veterans have lower interest in volunteer activities
- Thus, they have lower confirmed hire status
- Bachelor degrees have higher interest and confirmed hired

- Emphasis on Middle Atlantic & East South Central and HSD & Certificate veterans
- Platforms for online training & volunteer activities

Thank You

Questions/Comments

Email: varut19@hotmail.com

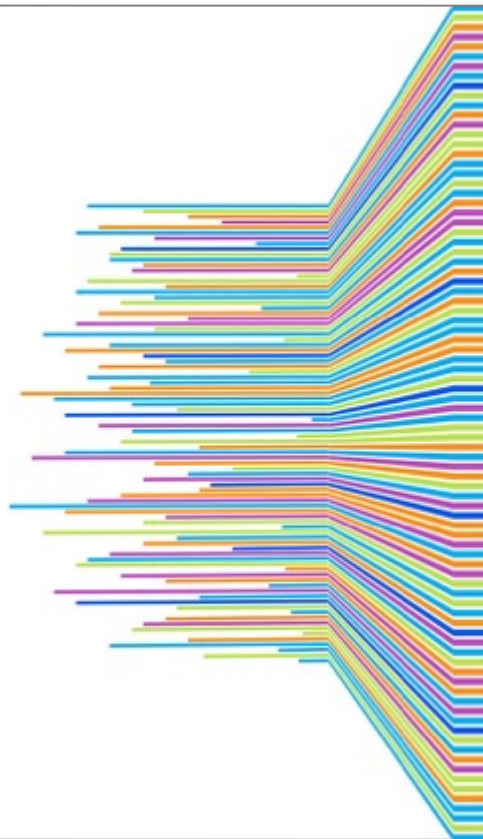
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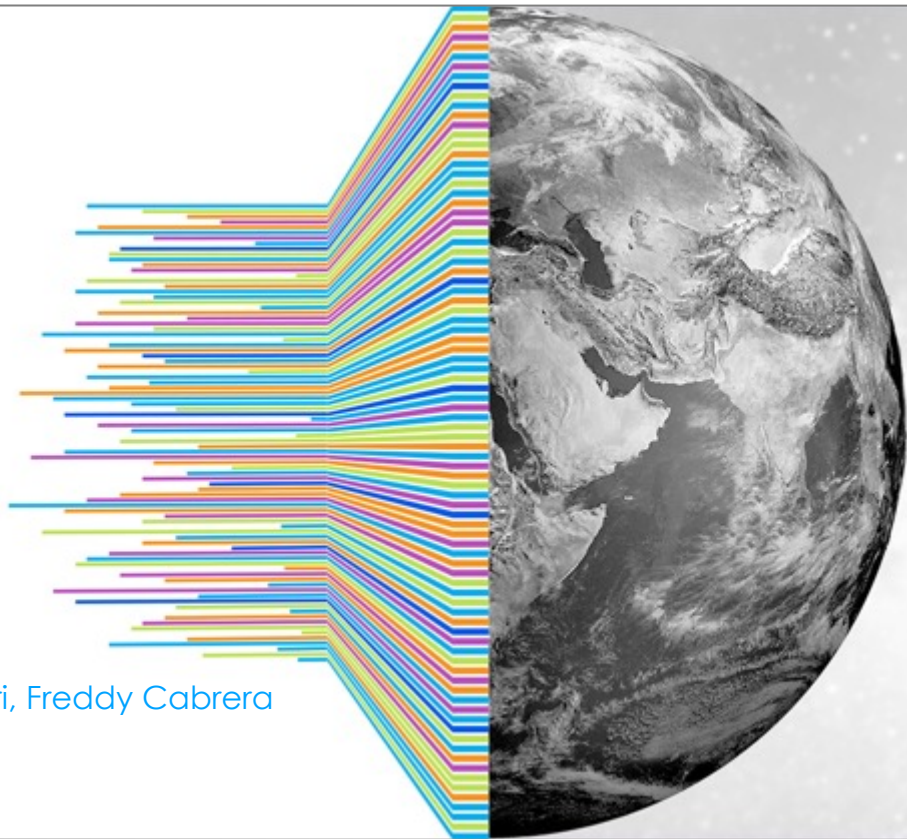













Marketing Analytics using Social Media

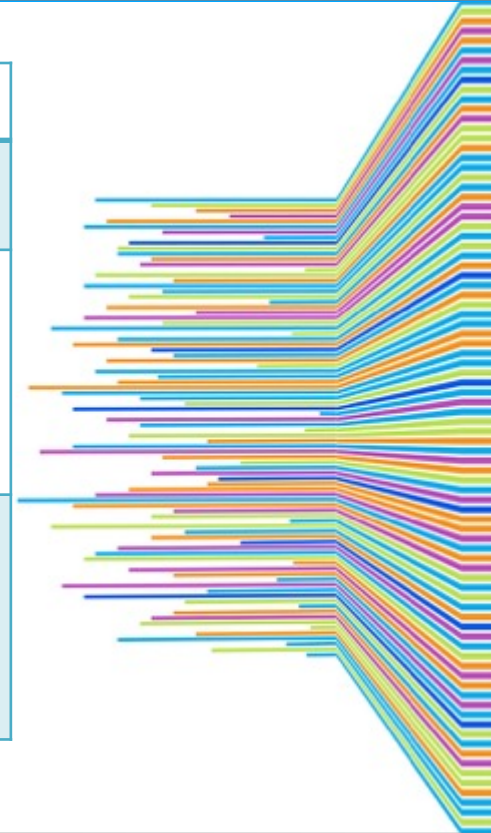


Vrushali Sawant, Sri Harsha Degala, Laxmi Narayana Atluri, Freddy Cabrera

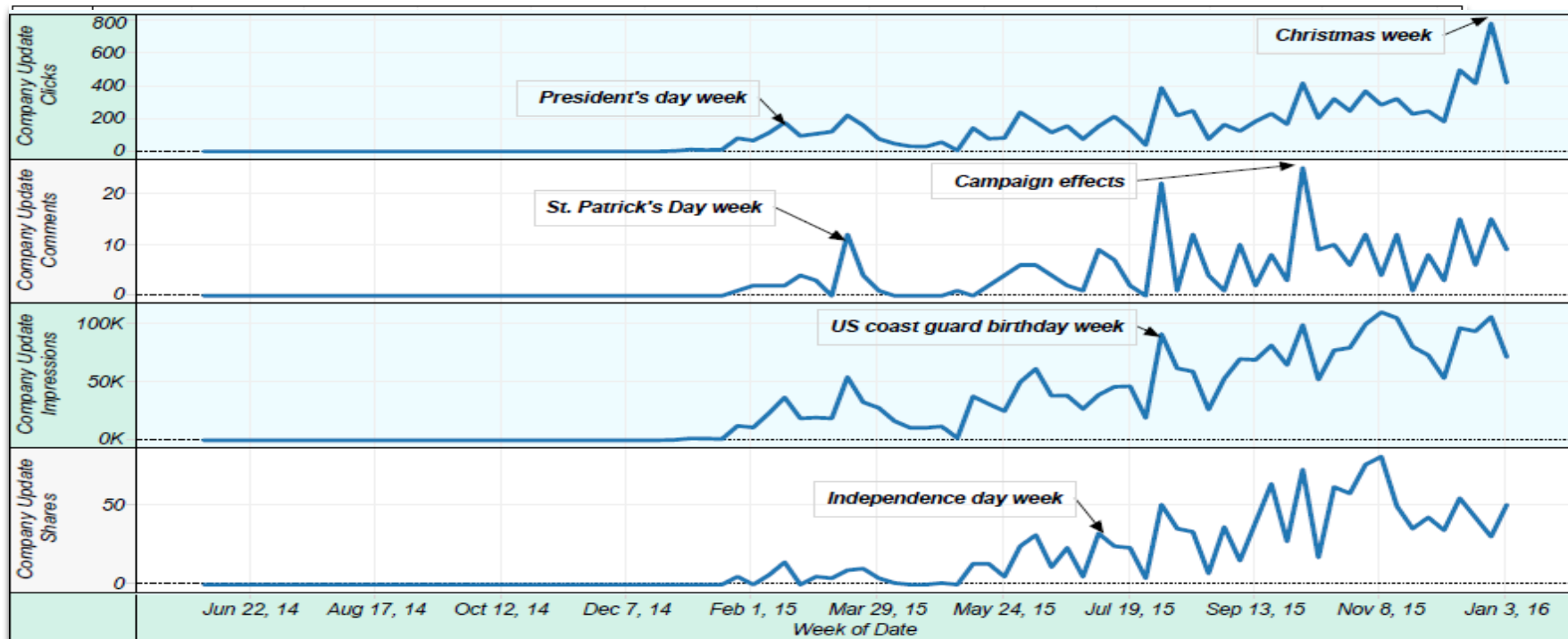


Project Goals

Goal	Technique	Tools	Data Source
Trends in social media activity	Visual Analytics	Tableau, R	  
Cause effect relationship between social media awareness and registrations	Text clustering, Text Topic modeling, Linear Regression	SAS Enterprise Guide, SAS Enterprise Miner	 
Cause effect relationship between marketing / branding activities on donations	Time Series analysis	Base SAS, SAS Enterprise Guide	   

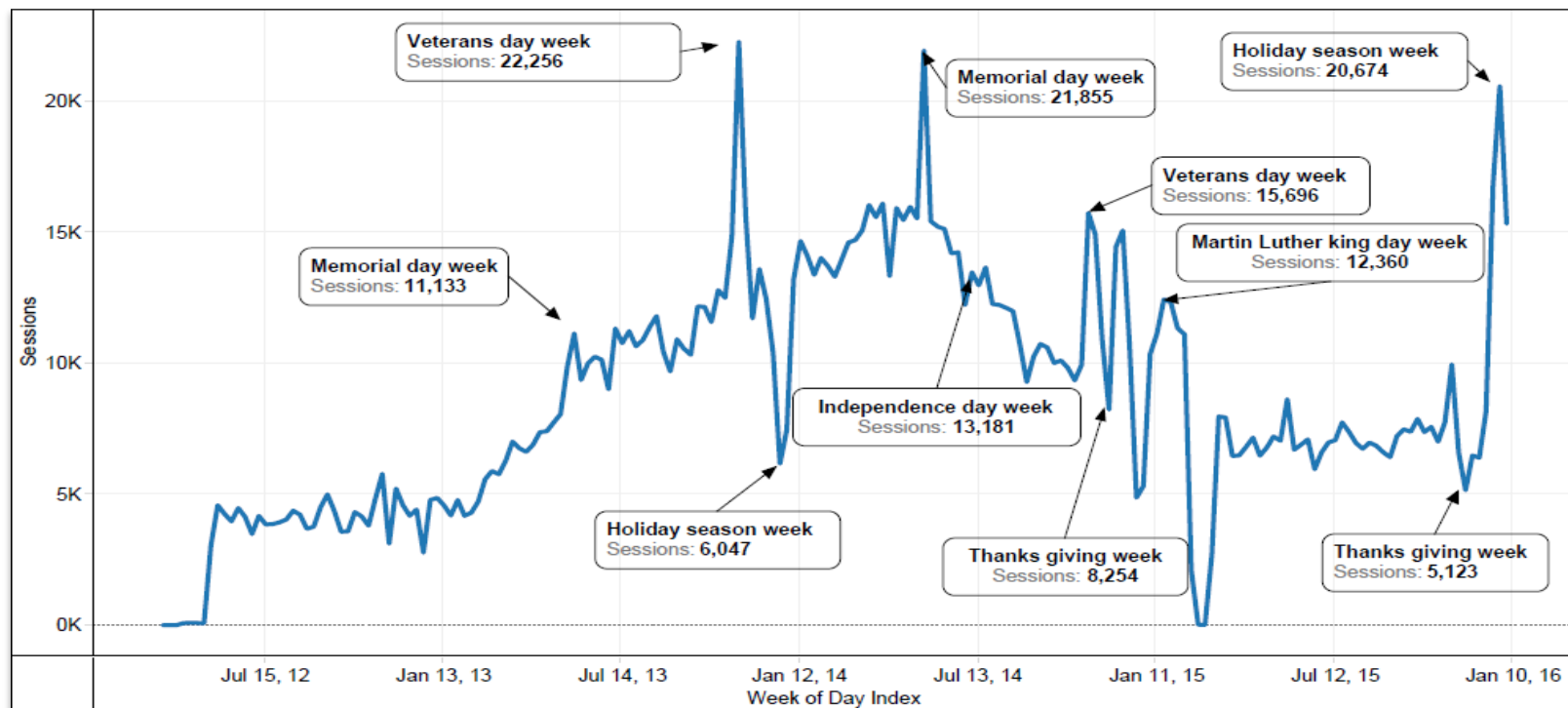


Trends in Hire Heroes Social Media Activity







The trends of sum of Company Update Clicks, sum of Company Update Comments, sum of Company Update Impressions and sum of Company Update Shares for Date Week.

Trends in Hire Heroes Website Activity




The trend of sum of Sessions for Day Index Week.

Google analytics session weekly trend







Browser	Users	Pages/Session	Average Load Time	Bounce Rate
	1.56M	2.43	11.07	0.34
	1.49M	3.89	5.73	0.15
	800K	2.68	8.82	0.26
	534K	2.87	8.02	0.21





Google analytics: Browser Specific Data

- The Average Page Load time is 11.46s ranging between 40s to 2 mins during special days
- Load time  trend since 2012 to 2016
- /get-registered page has 2nd highest entrances but it has a bounce rate of 91%
- 73% of sessions last for <10s, 14% lasts 1min to 10 mins

Cause Effect: Social Media on Registrations

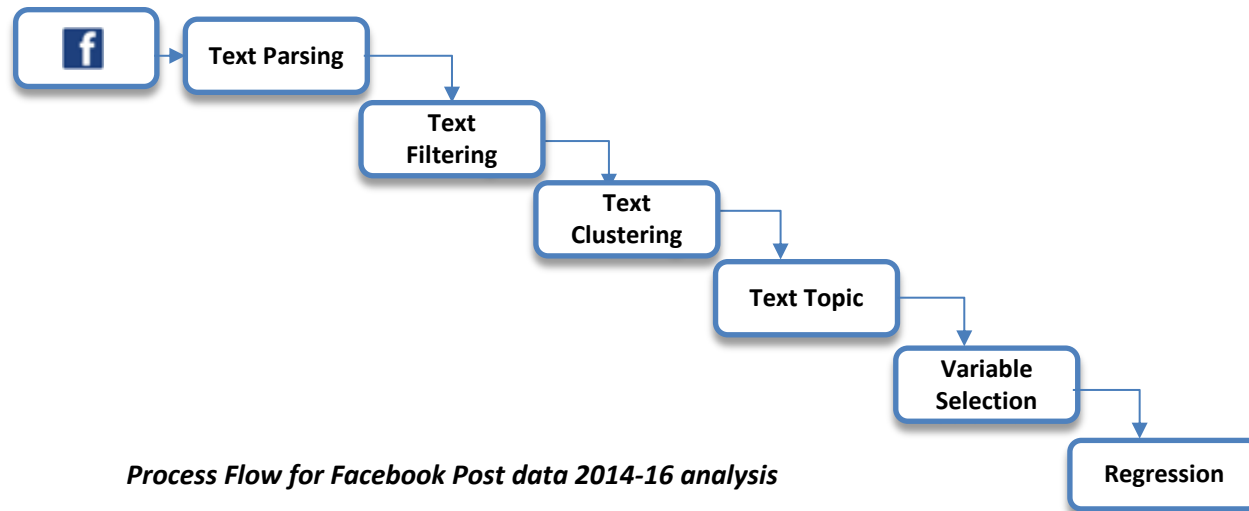
Dependent variable: $\log(\text{Clicks})$

Parameter			Estimate
	Retweets		0.06970
	likes		0.014
	likes		0.05083
R-Square Value: 0.49			

-  data where campaign value is “Registration” is used for analysis
- Model shows that social media does have an effect on registration
-  retweets,  likes,  likes are significant with 0.05 p-value

Note: Assumption that a person who clicks the link related to registration on Hubspot is likely to register on Hire Heroes website. Not allowed to use Salesforce for Registrant data

Cause Effect: Facebook Campaign on Registrations & Donations




Process Flow for Facebook Post data 2014-16 analysis

Dependent variable: Lifetime clicks

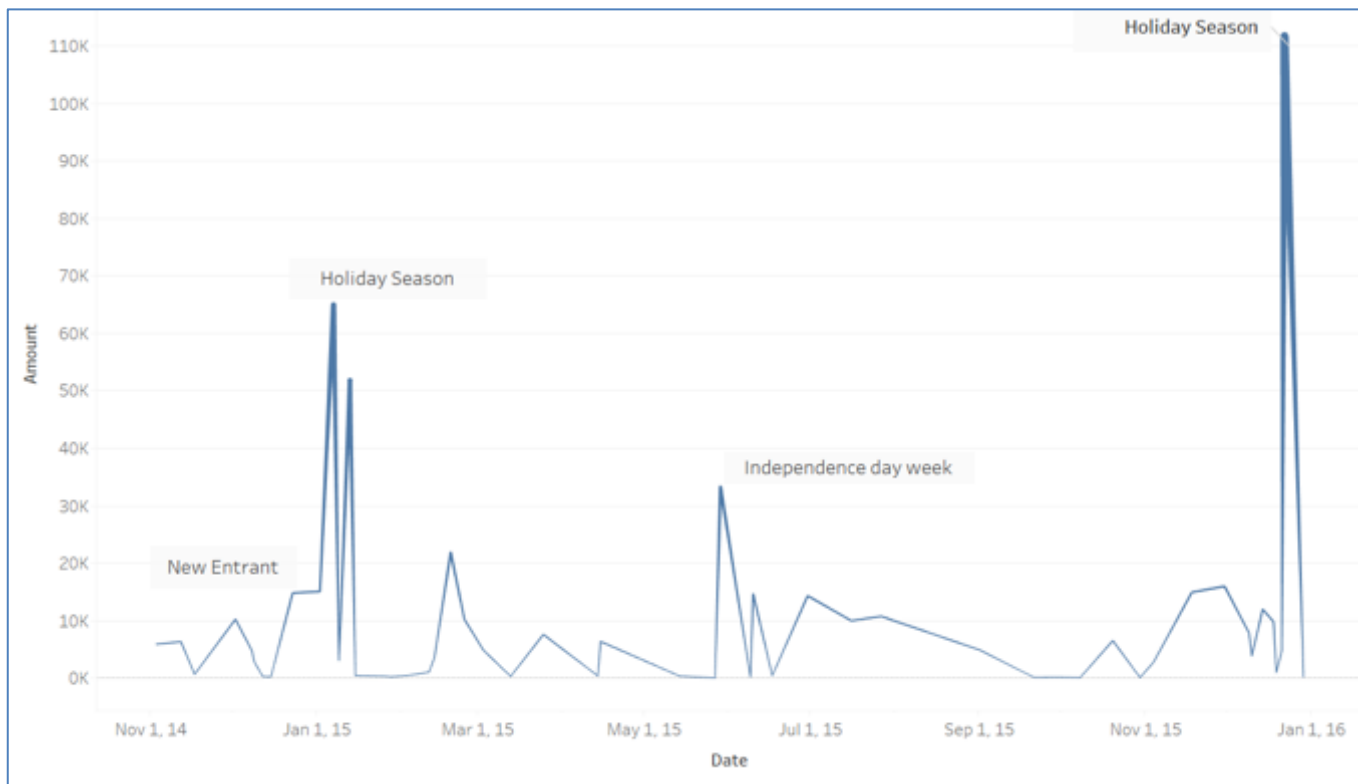
Parameter	Estimate
Donations	↑ 1.1903
Post Consumers	↑ 0.6482
Post Consumptions	↑ 0.3719
Talking about post	↑ 0.3189
Total reach	↑ 0.005
Engaged Users	↓ -0.2923
R-Square Value: 0.8538	

Parameter estimates and Linear regression

- Our analysis reveals that  is having a positive impact on creating awareness about **donations** rather than registrations
- **Engaged Users** surprisingly has negative effect on social media interactions

Note: Assumption that a person who clicks the link on Facebook is likely to register or donate on Hire Heroes website. Not allowed to use Salesforce for Registrant data

Trends in Corporate Donations



Corporate Donations weekly trends

Cause effect relationship between marketing / branding activities on donations

Dependent Variable: $\text{Log}(6\text{-Month Average Donated Amount})$

Parameter	Estimate
Log_Average_Social	↑ 0.02797
Lag_Log_Average_Amount_Donated	↑ 0.65208
R-Square Value: 0.7538	






Time Series multi linear regression output

- 1% ↑ in social media interaction leads to a 0.02% ↑ in the 6 month moving average in donations
- **Auto regressive term** (Lag_In_Average), helps us to capture effect of channels other than social media on donations



Donation Sources

Recommendations

-  can be used to drive more “Registrations”
-  can be used for generating awareness about “Donations”
- Run “Donation Campaigns” independent of Social Media
-  website related suggestions
 - Scalable Cloud Services to host  website
 - Improve  browser specific website code for more efficiency
 - Redesign “/get-registered page” to reduce Bounce rate

Thank You

Questions/Comments

Email: vsawant@uncc.edu
latluri@uncc.edu

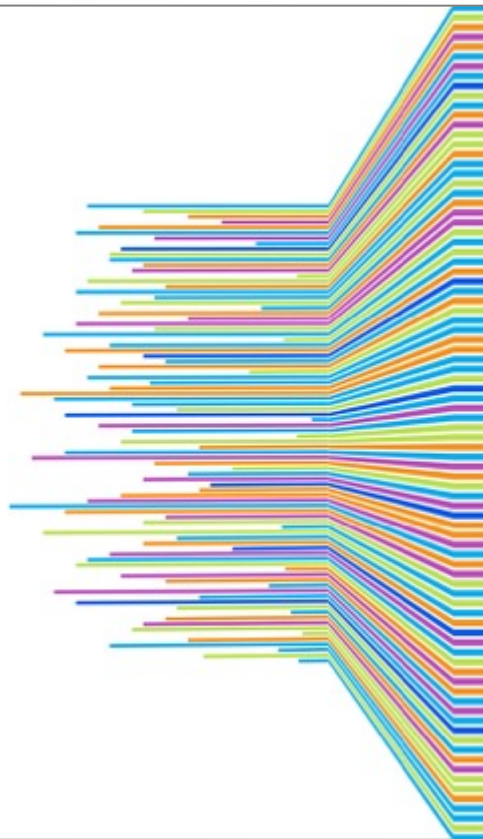
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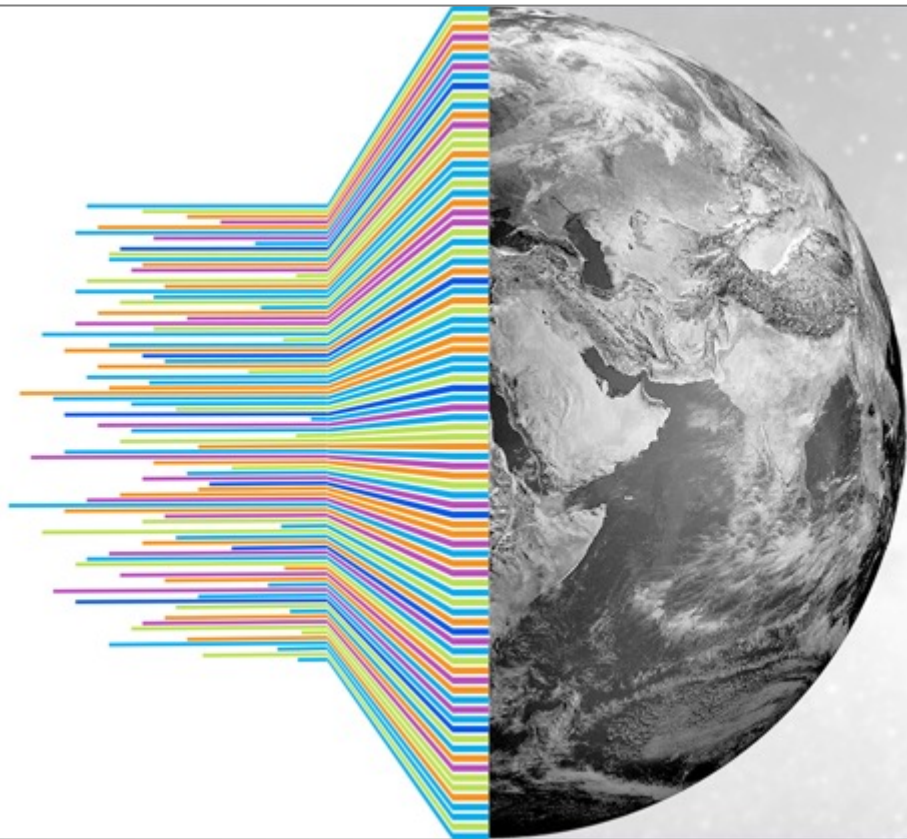
Remember To Share Your Virtual Passes



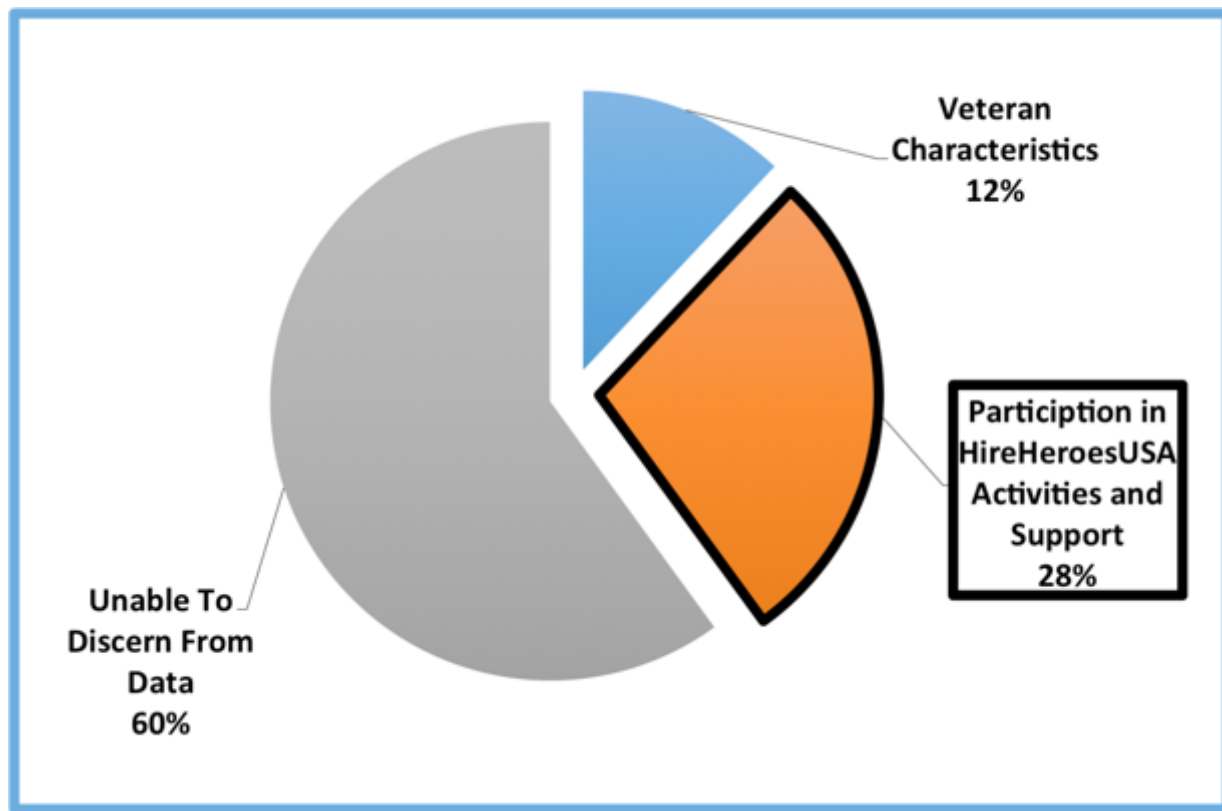
Hire Heroes USA Client Management and Employment Opportunities

Sara El Mawas, Qun Sun, Scott
Withers and Marcia Price

D6 - University of North Carolina Charlotte



Factors Effecting How Quickly A Veteran Gets Hired



Factors controlled by Hire Heroes USA

Faster



- Attend a Workshop (-52 Days)
- On Active Duty When Entering Portal (-11 Days)
- Assigned Mentor (-22 Days)

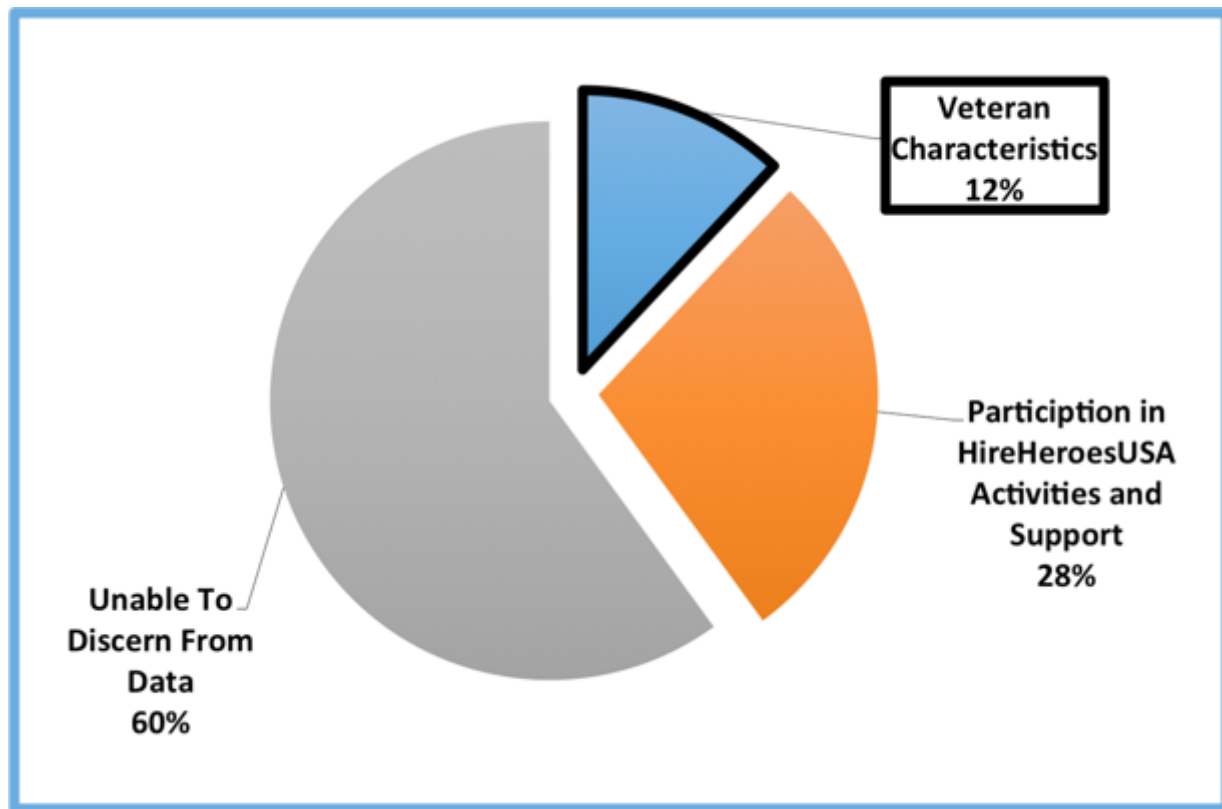


Slower

- Volunteer Duties (+52 Days)
- Staff Correspondence

Hire Heroes USA needs to Encourage workshops, mentors, and signing up early.

Factors Effecting How Quickly A Veteran Gets Hired



Veteran Characteristics

Faster



- Lower Service Ranks (E-1 to E-6)
- Have a Technical Degree (VS a 4 Year Degree)



Slower

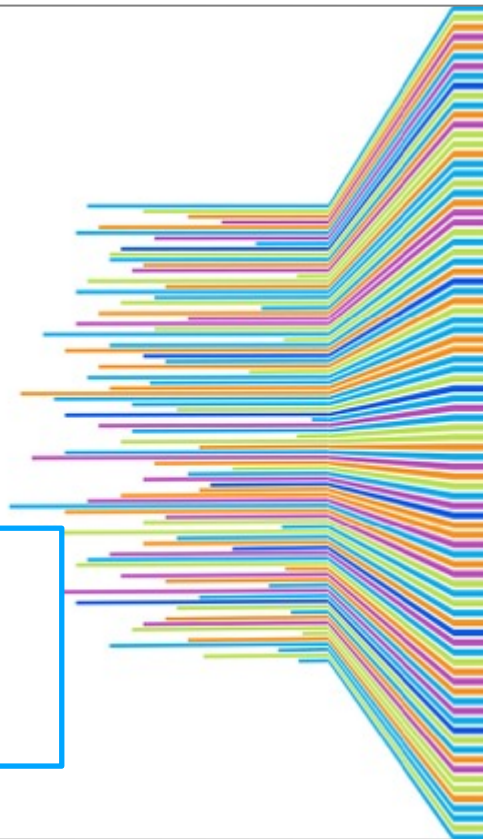
- No LinkedIn Account
- No Security Clearance

Does Hire Heroes USA's pool of potential jobs support veterans of all rank and education?

- Clustered veterans into 2 groups:
Efficient and Non-Efficient
- **Non-Efficient veterans:** take **70 additional days** to complete their resume and assessment
- Currently the metric is a “**descriptive statistic**”

Recommendation:

*Turn this into a “**predictive metric**” that ID's veterans needing additional support **earlier** in the process.*



Sentiment Analysis of Vet's Experience With Hire Heroes USA



Hire Heroes USA has sentiment score of +0.5 on a scale of -1 to 1 (Alchemy API)

Sentiment Analysis of Vet's Experience With Hire Heroes USA



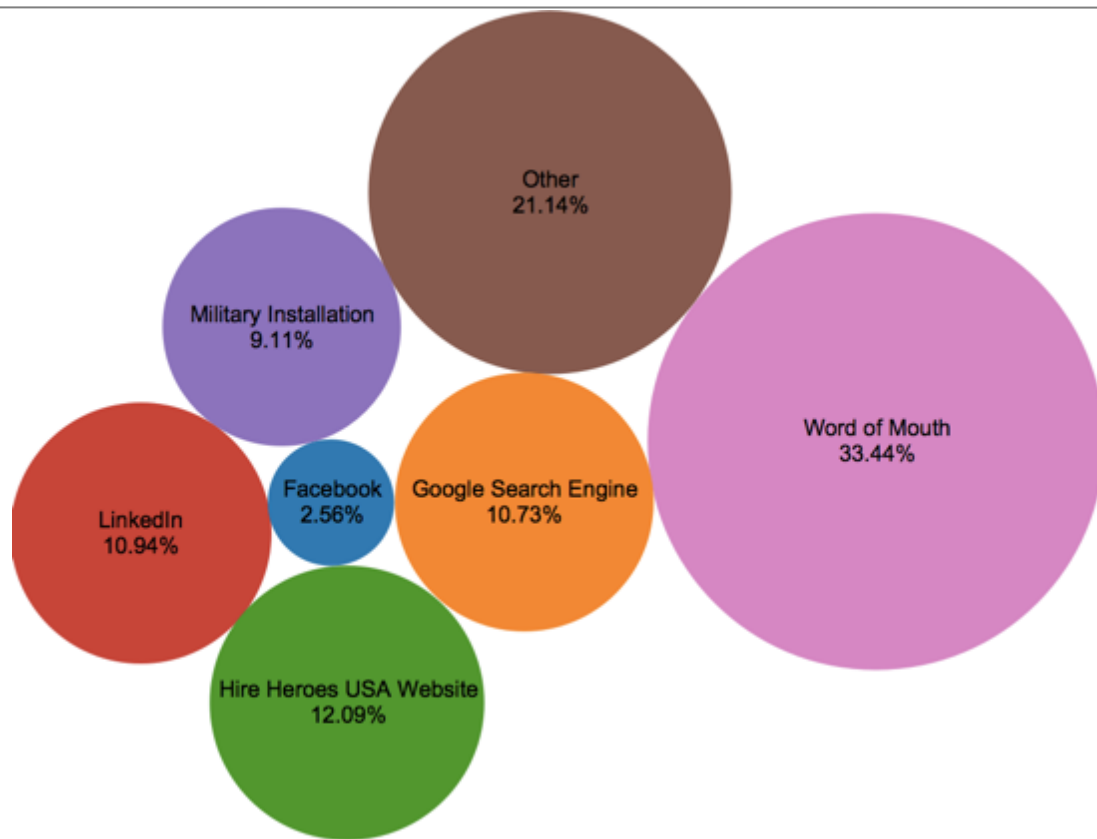
Hire Heroes USA has sentiment score of +0.5 on a scale of -1 to 1 (Alchemy API)

Sentiment Analysis of Vet's Experience With Hire Heroes USA



Hire Heroes USA has sentiment score of +0.5 on a scale of -1 to 1 (Alchemy API)

How Did You Hear About Hire Heroes USA ?



Hire Heroes USA Job Matching App

Welcome to Hire Heroes USA Job Matching Application.

This form provides you, our corporate partner, the opportunity to search for potential job candidates.
Please complete the form, hit "submit", and a list of potential job candidates will be returned.

Type of position you wish to fill: Full-Time

Job location (state): CA

Are you looking for applicants willing to relocate: Yes

What industry are you recruiting for (enter a keyword): IT

What is the minimum education level you wish to hire

- Select...
- High School/GED
- Technical Certificate
- 2 Year Degree
- 4 Year Degree
- Graduate Degree

Submit

- Live software application
- Allows employers to search Hire Heroes USA veterans database

- Could be expanded to allow veterans to search job opportunities

Based on the criteria you entered, here are Hire Heroes USA candidates that match your search:

ID Number	Current Location	Service Rank	Current Employment Status	Min Salary Expectation
0033800002UkKRdAAN	NV	O-2		\$70000 - \$79999
0035000001rQGM4AAO	CA	E-4	Unemployed	\$50000 - \$59999
0035000001vOcSVAA0	CA	O-2	Unemployed	
0035000002472KBAAY	CA	E-6	Active Duty/Deployed/Overseas/TDY	
0035000002DxD0EAAV	CA	E-8	Unemployed	
0035000002DyhdFAAR	NC	E-5	Employed	
0035000002E09E8AAJ	VA	E-5	Unemployed	
0035000002E0tq5AAB	NJ	E-5	Unemployed	
0035000002LPXo5AAH	TX	O-3	Active Duty/Deployed/Overseas/TDY	\$90000 - \$99999
0035000002LSAdRAAH	CO	E-4	Employed	\$50000 - \$59999
0035000002NGGO2AAP	VA	E-4	Unemployed	\$60000 - \$69999
0035000002OXiU3AAL	AZ	O-5	Employed	\$100000+

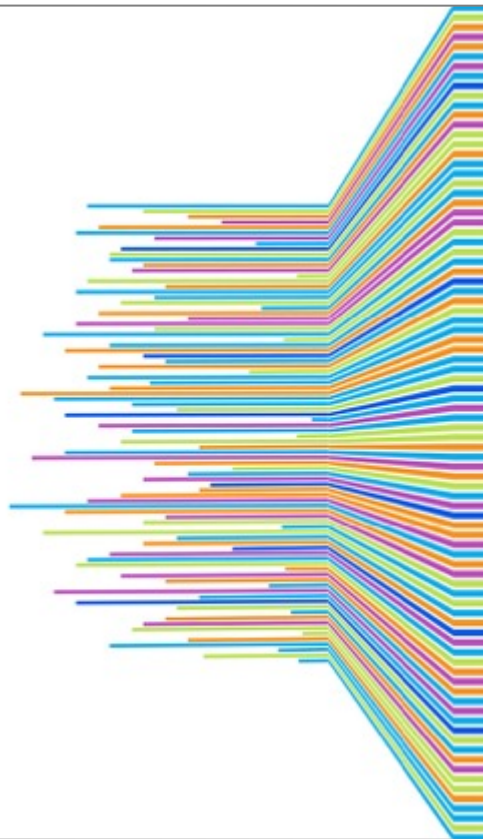
- Encourage workshops, mentors, and signing up early
- Make the pool of potential jobs be large enough to support veterans of all rank and education
- Identify 'Non-efficient' veterans and give them support earlier in the process
- Improve the service of mock interview
- Spend more resources on the social media to attract more veterans
- Develop an online application to allow employers to search for veterans and vice versa

Thank You

Questions/Comments

Email: selmawas@uncc.edu, qsun6@uncc.edu

Meet us at the poster session on Monday !!



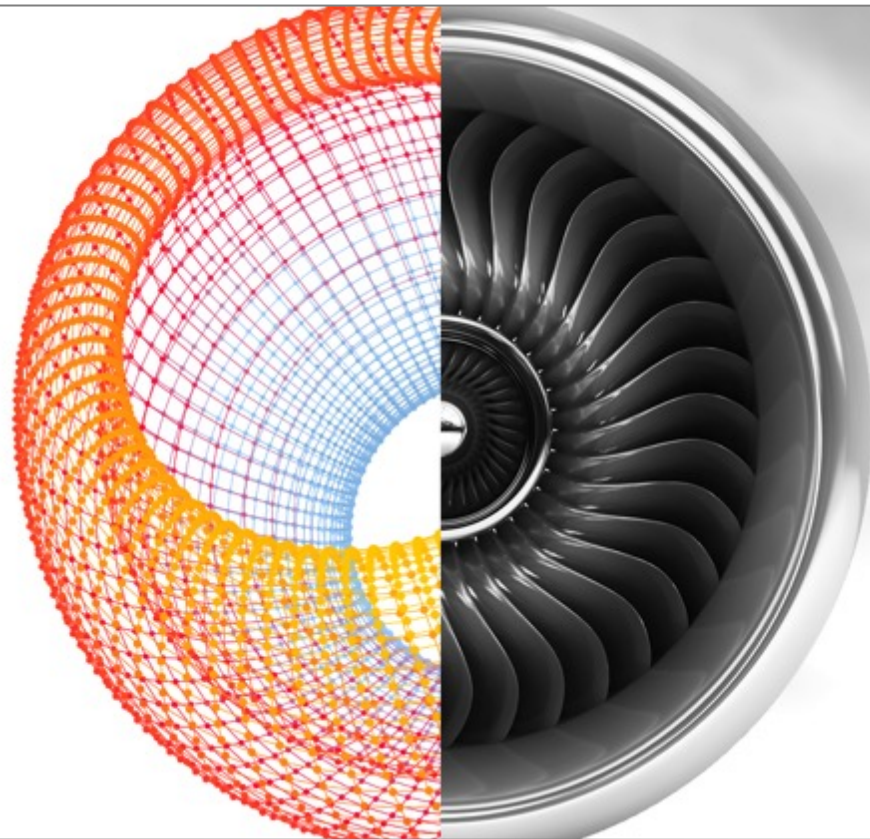
Make Data Great Again

Jennifer Lo, Erin Xie,
Arthur Law, Michael Zhang

D7 –



UNIVERSITY OF
WATERLOO

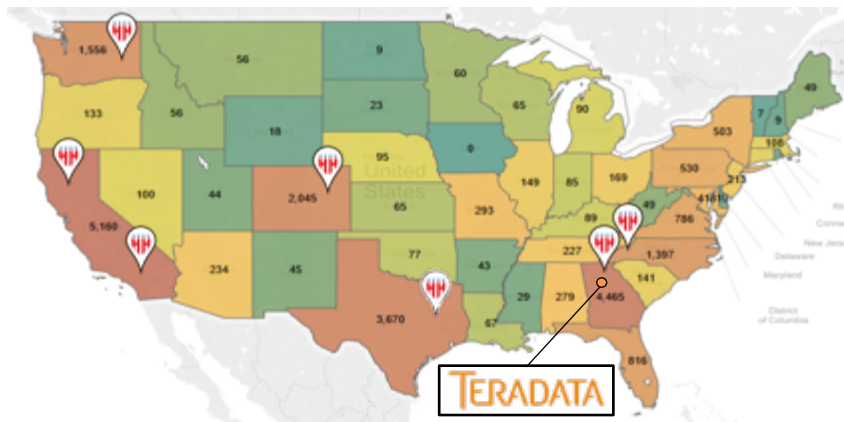
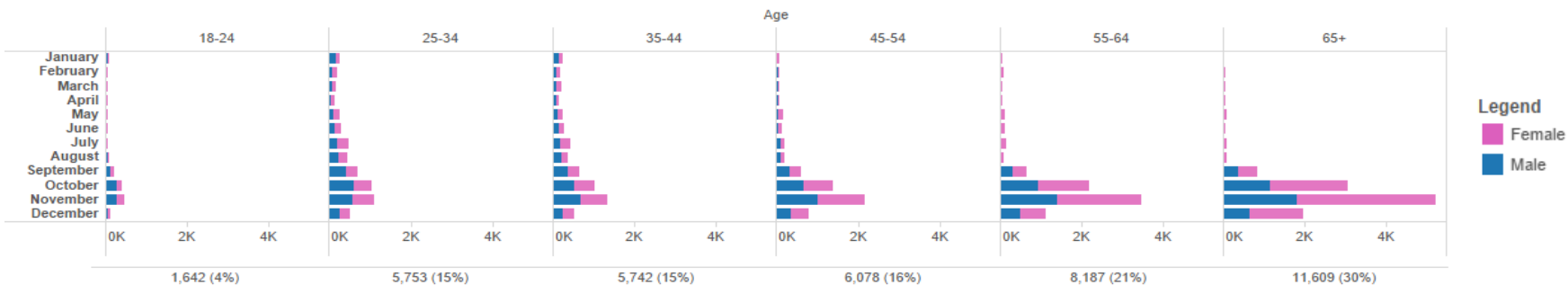


How can we add value to Hire Heroes?

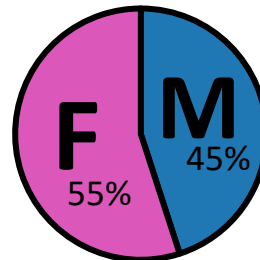


User Demographics

Users talking about HHUSA - Age & Gender



Largest Group of Engaged Facebook Users:



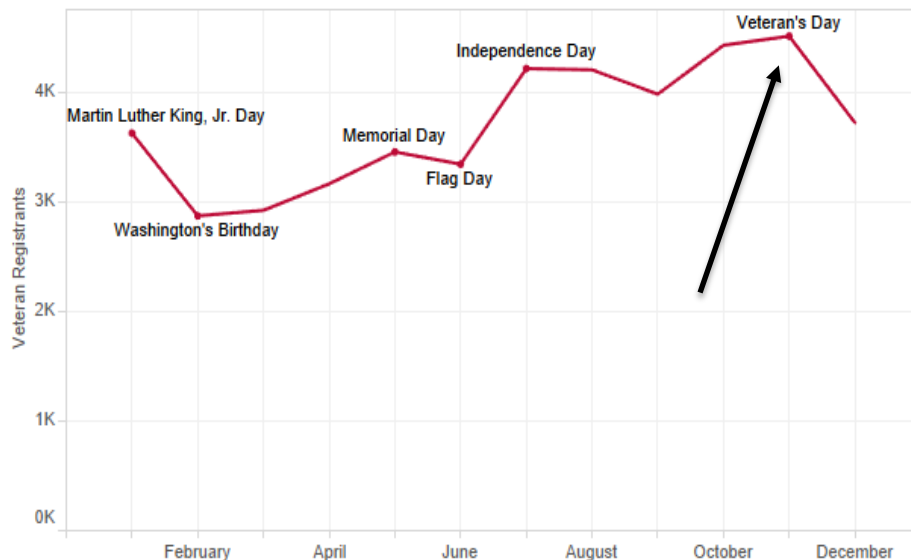
65+

Registration Trends

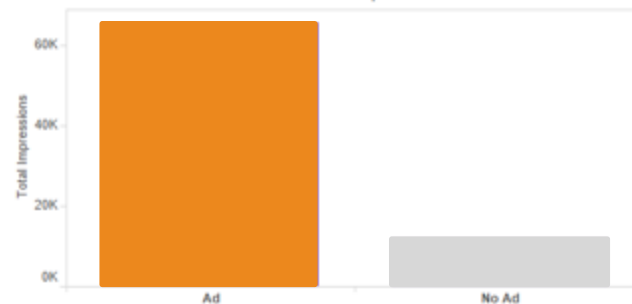
Registration Peak: Veteran's Day

(2007 - 2015)

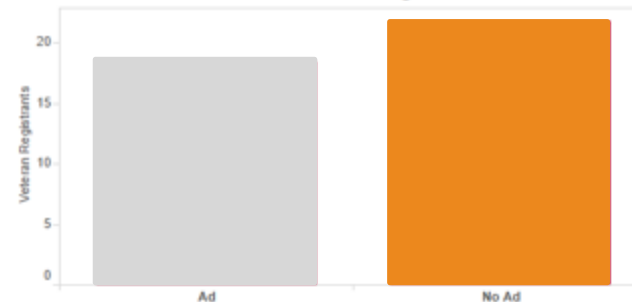
Registration Trends by Month



Facebook Ad vs. No Ad Periods: Total Impressions



Facebook Ad vs. No Ad Periods: Veteran Registrants

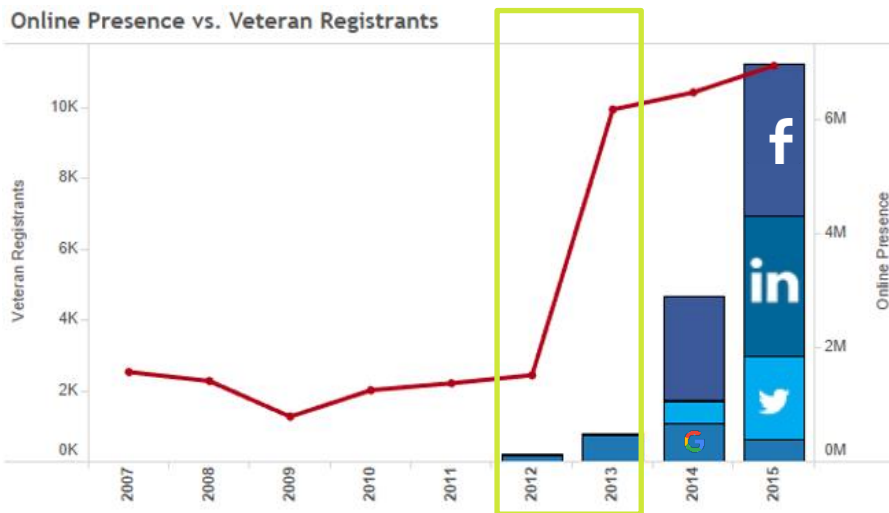


Total Impressions: **Ad** > **No Ad**

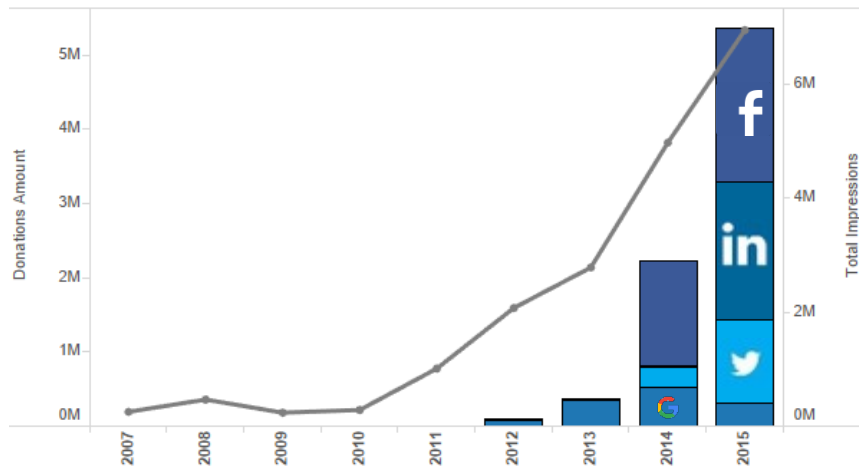
Total Registrants: **Ad** < **No Ad**

Online Presence

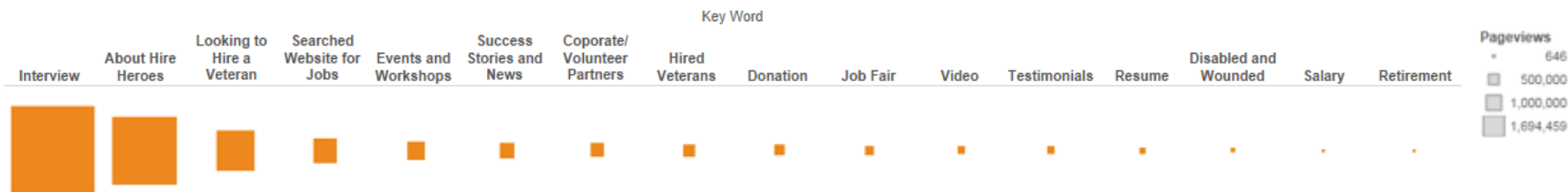
Online Presence vs. Veteran Registrants



Online Presence vs. Donation Amounts



Website Categories by Pageviews



Word Choice



Status

Photo / Video

Offer, Event +

Write something...

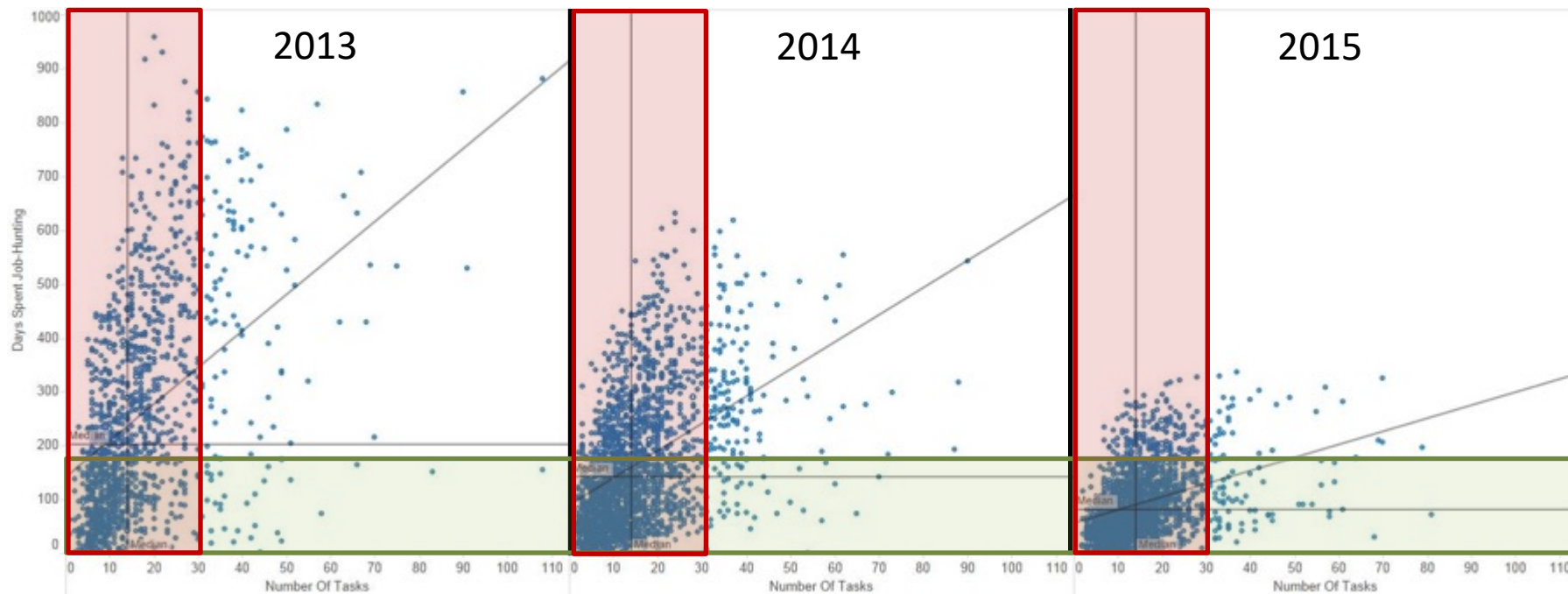
Promote

Post

?

21:00

Process Effectiveness

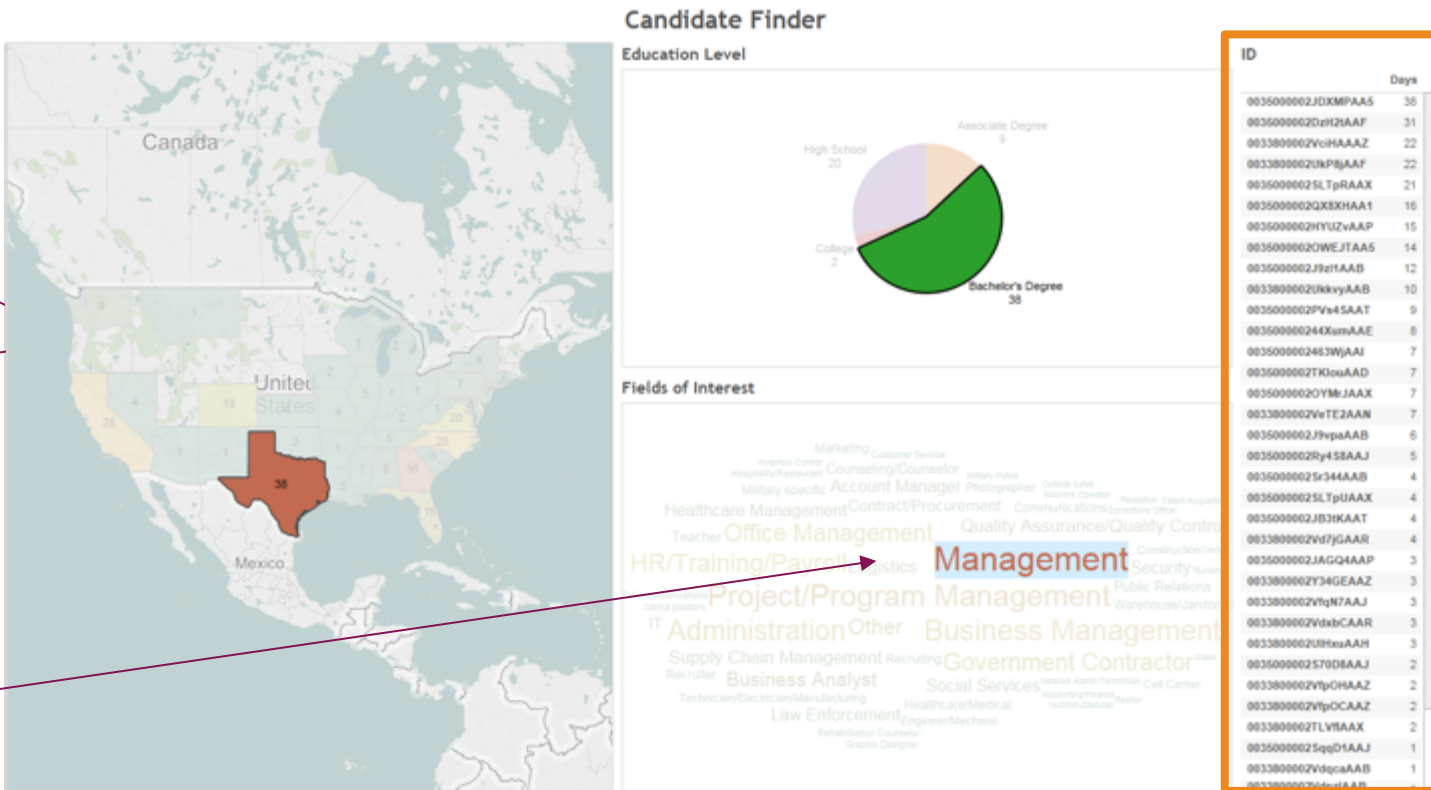


Median Tasks Per Candidate: **14 tasks** Median Days To Hire: **81 days**

Most Veterans Are Employed After **30 Tasks** And **180 days**

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CONFERENCE

Narrow results based on fields of interest.



List of
matching
candidates
sorted by
days spent
job
searching.

Recommendations

- Perform a maximum of **30 tasks** before veterans begin job search
- **Increase support** for veterans searching for **more than 180 days**
- Introduce **job alerts**
- Increase social media presence via **catered advertisements**, through AB testing, targeting **veterans under 55**
- Promote services during periods with low organic registrations to **areas without a physical office**
- Further **leverage website** to increase traffic & expand network

Data Recommendations

- **Start Tracking:**
 - ✓ Success rate of each VTS, office, and region
 - ✓ Amount of actual time spent with a veteran as well as the specific task
- **Improve Data Quality Using:**
 - ✓ Mandatory required fields
 - ✓ Drop-down selection boxes instead of manual entry

Thank You

Questions/Comments

Email: makedatagreat@gmail.com

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DATA CHALLENGE
SESSION
WRAP UP

Student Poster Presentations

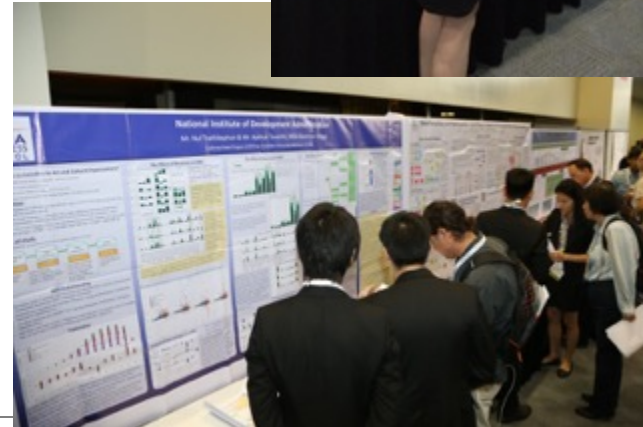
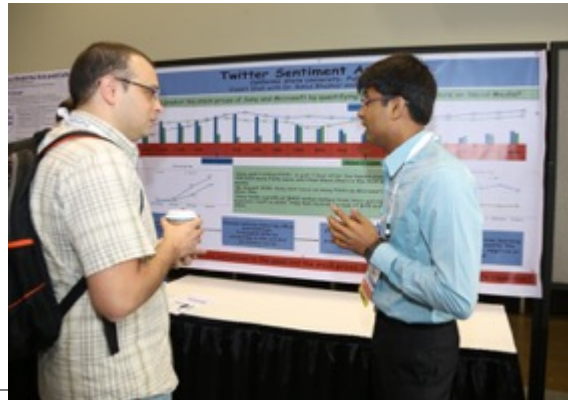
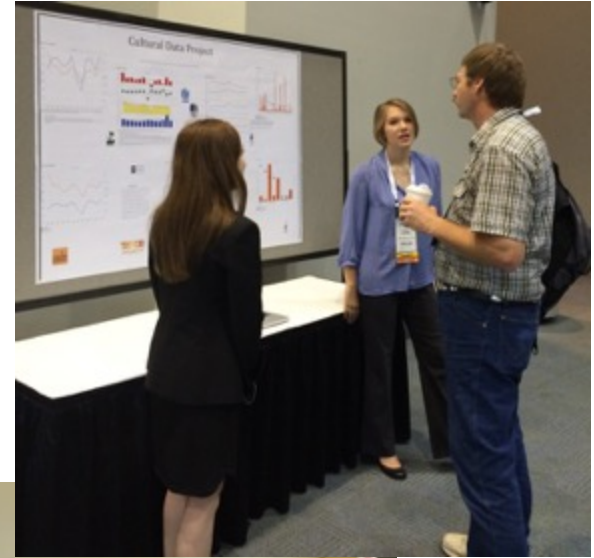
Monday, September 12

7:30-8:45 AM and 11:00 AM – 1:30 PM

C HALL - LOBBY

Meet ALL 2016 Finalists from Both Challenges!

ALL TEAMS presenting prior to and after the opening session!



Student Competition Awards

TUN DATA CHALLENGE

People's Choice - Best Presentation

Most Value to Hire Heroes USA

Overall Winner

Selected by

Attendees



TUN Selection Committee

TUN ANALYTIC CHALLENGE

People's Choice - Best Presentation

Best Use of Analytics and Visualization

Overall Winner

Selected by

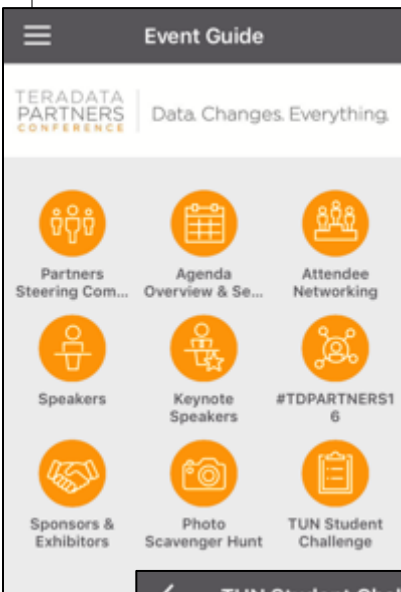
Attendees

Attendees

TUN Selection Committee



CAST YOUR VOTES



TUN DATA CHALLENGE

People's Choice - Best Presentation

Attendees vote

TUN ANALYTICS CHALLENGE

People's Choice - Best Presentation

Attendees vote

Best Use of Analytics and Visualization

Attendees vote

CAST YOUR VOTES

on the *PARTNERS* Mobile App!

VOTING CLOSSES AT 2PM MONDAY

< 2016 TUN Data Challenge

Description

2016 TUN Data Challenge

D1 - Carnegie Mellon Univ. - Australia (Sanghvi)

D2 - Loyola University Chicago (Vollan)

D3 - Missouri Univ. of Science & Technology (Sen)

D4 - NIDA - Thailand (Prateepvattanavit)

D5 - UNCC (Sawant)

D6 - UNCC (Withers)

D7 - Waterloo Univ. (Lo)

Voting: (1 Award)

People's Choice - Best Presentation

< 2016 TUN Analytics Challenge

2016 TUN Analytics Challenge

A1 - Cal State Fullerton (Vogt)

A2 - Loyola University Chicago (Patel)

A3 - National University of Singapore (Tan)

A4 - Oklahoma State Univ. (Molaka)

A5 - UNC Charlotte (Ravi)

A6 - UNC Charlotte (Naga)

A7 - UNC Charlotte (Niranjan)

A8 - UNLV (Girard)

A9 - Univ. of Cincinnati (Samudrala)

A10 - Univ. of Oklahoma (Myint)

Voting: (2 Awards)

Best Use of Analytics and Visualization

People's Choice - Best Presentation

TUN Student Celebration Event

TERADATA
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CONFERENCE

Monday 6:30-9:30pm

Sheraton Hotel Atlanta – Capital North

All attendees are invited!

*Wear your college colors & join us
for a casual night of fun and excitement as we announce the*

**2016 Data Challenge
&
2016 Analytics Challenge
WINNERS!**



Thank You

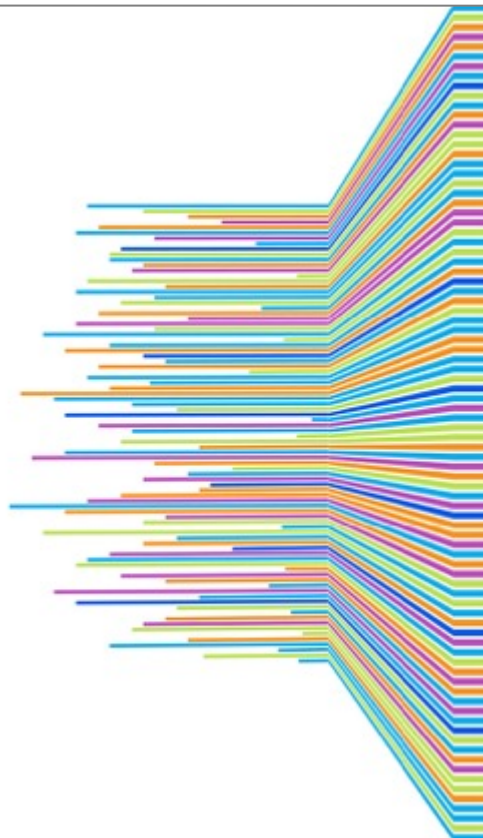
Questions/Comments

Email: Yenny.Yang@teradata.com

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We empower companies to achieve
high-impact business outcomes
through analytics at scale
on an agile data foundation