RULES FOR 2017 DAWN or DOOM DATA DIVE

1. Every team shall consists of 3-5 team members, each of whom must be enrolled as a full-time student in good standing at Purdue University. The team members can be either undergraduate or Master's students from any school or program within Purdue, with a minimum of one team member enrolled at Krannert School of Management and at least one non-Krannert student.

2. Team registration deadline is noon on September 1st.

3. All relevant information will be released via Blackboard.

4. Once the data has been released, the teams may not receive any assistance from non-team members or faculty. You may use digital resources such as library databases and other information available on the Internet. You may also use any data analytics tool or software of your choice (e.g., Regression, Data Mining, R, Python, SQL etc.).

5. Blackboard will be the primary communication mechanism, and you may ask data or business challenge related questions on its public forum. When appropriate, responses will be provided by 5 p.m. on the next day. Note that we will only respond to queries that have not been addressed in the rules, FAQs, or previous responses, AND if they benefit the competition.

6. By 5:00 p.m. on September 15, each team must submit their slide deck and video presentation via Blackboard. No changes may be made to the slide deck or video presentation after it has been submitted.

    *   The slide deck must contain a title slide including the name, major(s), and academic year of each team member. Slide decks must not exceed 10 slides (excluding the cover slide) and additionally may include a clearly marked appendix of at most 5 slides. All slides should have page numbers. Main slides may include links to the appendix.
    *   The team video presentation must be no longer than 8 minutes. It is recommended that all team members take part in the presentation but at least one team member MUST do the video presentation and all team members must be active in the video preparation. Professional attire is required. It is highly recommended to utilize Purdue's Greenrooms for recording the presentations.

7. A panel of judges will act as first round judges. The top 8 teams advancing to the final round will be notified via email by 5:00 p.m. on September 25th. The finalists will be invited to present to the final panel of Judges.

8. The corporate presentation round will be held on September 27th beginning at 5:30 p.m. in the Krannert Auditorium. Each team will be notified of their presentation time in advance. Please arrive 15 minutes before the start of your team's presentation time. In the event a team finishes early, the next team may be asked to start their presentation earlier than their scheduled time.

9. ALL team members MUST be present during the corporate presentations.

10. They are expected to dress in professional attire