



DAWN OR DOOM '17

EMERGING TECHNOLOGY — RISKS AND REWARDS

COLLABORATIVE
CONFERENCE EVENT

PURDUE
KRANNERT
SCHOOL OF MANAGEMENT



BUSINESS INFORMATION & ANALYTICS CENTER

DATA DIVE IN IT/ANALYTICS

Data provided by  CISCO

Krannert School of Management's Business Information Center (BIAC) and Information Technology at Purdue (ITaP) are joining together to offer a unique opportunity to Purdue's full time undergraduate and master's students to work on a real-world data analytics problem faced by CISCO utilizing a dataset provided by the company. Interdisciplinary student teams will analyze the dataset to come up with recommendations. The top eight teams will present their findings to a panel of judges consisting of senior executives.

1st place: \$3000

2nd place: \$2000

3rd place: \$1000

TIMELINE:

CALL-OUT (Q&A session)
REGISTRATION DEADLINE
CASE ANALYSIS DUE
PRESENTATIONS

August 28, 6 p.m. - 9 p.m., Rawls 3082
September 1
September 15
September 27, 5:30 p.m. - 8 p.m.,
RAWLS 3082



RECEPTION AND
AWARDS CEREMONY

September 27, 8 p.m. - 9 p.m.
3rd Floor Commons Area of RAWLS

Open to all Purdue full-time undergraduate and master's students.
Teams must include a minimum of 1 Krannert student and 1 non-Krannert student.

QUESTIONS: Kami Copas at kcopas@purdue.edu or biac@purdue.edu

REGISTER:

To Register as a participant and to
know more details, please go to:

purdue.edu/dawnordoom/#calendar-section

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EMERGING TECHNOLOGY – RISKS AND REWARDS

Two-Day Conference, Sept. 26 & 27

FREE AND OPEN TO THE PUBLIC, EVERYONE WELCOME

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purdue.edu/dawnordoom  **DawnorDoom**