

## Aureus Analytics repeats Data Science Hackathon victory

**Mumbai, 19 August:** In a repeat of its earlier victory, the team from Aureus Analytics won the data sciences hackathon again. The hackathon was organized by Zone Startups in Mumbai.

The hackathon had two problem statements – Internal Customer mapping and Propensity model development. Aureus cracked the Internal Customer Mapping challenge.



*The Aureus team beat the lot by developing a higher accuracy algorithmic model for a given problem statement.*



The problem statement this time was mapping of internal customers on social media for profile enrichment for a real life client. The teams were given access to over 2000 data points for 2 million customers over 6-12 months. The expectation was to develop a model that gives over 90% results accuracy.

Mapping customers on the social media platforms had two major parts- accurately mapping the customer identity, and then tracking the mapped identity for life stage events such as anniversaries / engagements / marriages / job change / city change / child birth / new asset purchase etc. This regular tracking and profile enrichment would help the customers marketing analytics team develop a more realistic campaign management process. The social media platform to be mapped were Facebook, Twitter and LinkedIn. The success metric was the percentage right match and incidences of significant events captured from their social media profile.

The winning team receives the princely sum of Rs.75000 /-.