



Data**4**good

Agenda

- 1 (10 minutes) Welcome and thank you sponsors!
- 2 (5 minutes) Data4Good history and outcomes
- 3 (10 minutes) 2025 competition design
- 4 (10 minutes) 2025 National Championship at The Johns Hopkins Carey Business School
- 5 (45-60 minutes) Getting started with the case challenge



Data4good

Welcome and thank you sponsors!
Dr. Matthew Lanham

Welcome to Data4Good!

1. Follow this official LinkedIn page for competition updates:
<https://www.linkedin.com/company/data4good-analytics>
2. Go to this DataCamp site to register your team:
<https://www.datacamp.com/event/data4goodcompetition>
 - Teams formation rules
 - 3-4 members
 - From the same institution
 - From the same degree level (either undergrad or masters-level). PhD students are not permitted.
 - Teams outside U.S.A. will be part of Region 4
 - Cost: FREE
3. Once you register on DataCamp, complete a pre-competition survey that will be sent to your email to officially be registered as part of the event.

Platinum Sponsors



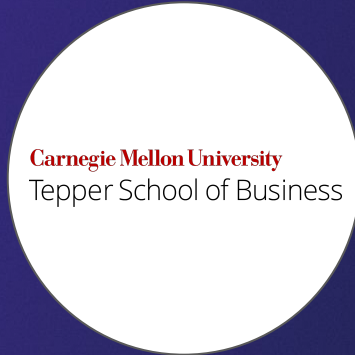
<https://www.linkedin.com/company/data4good-analytics>

Gold Sponsors



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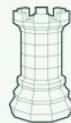
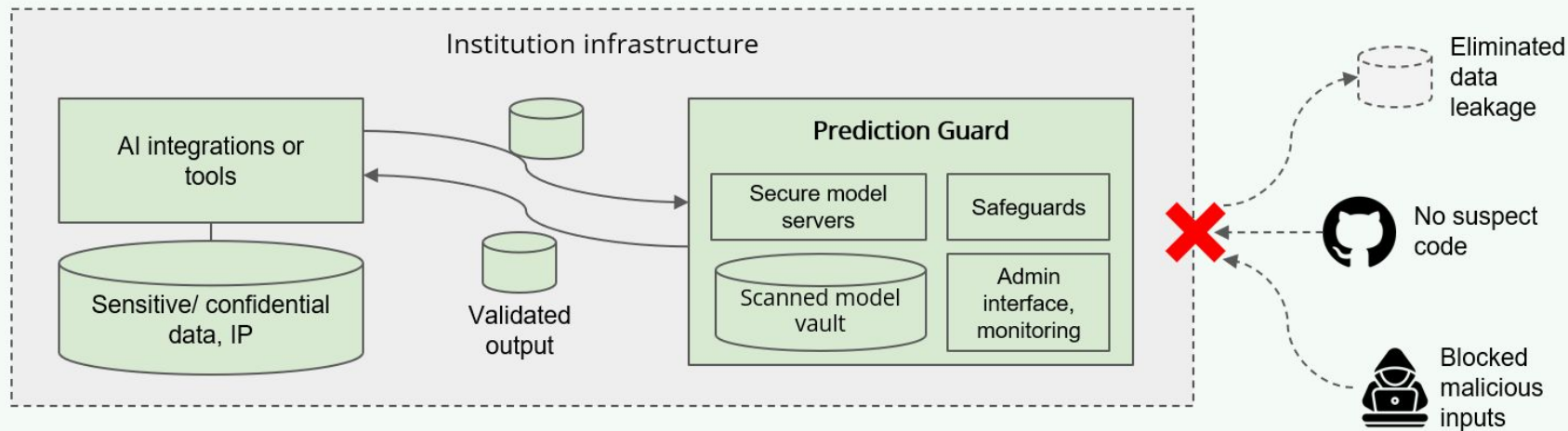
Silver Sponsors



<https://www.linkedin.com/company/data4good-analytics>

About our Sponsors

Prediction Guard equips your institution with a secure, standards-aligned internal AI system.





Smarter Decisions
for a Better World

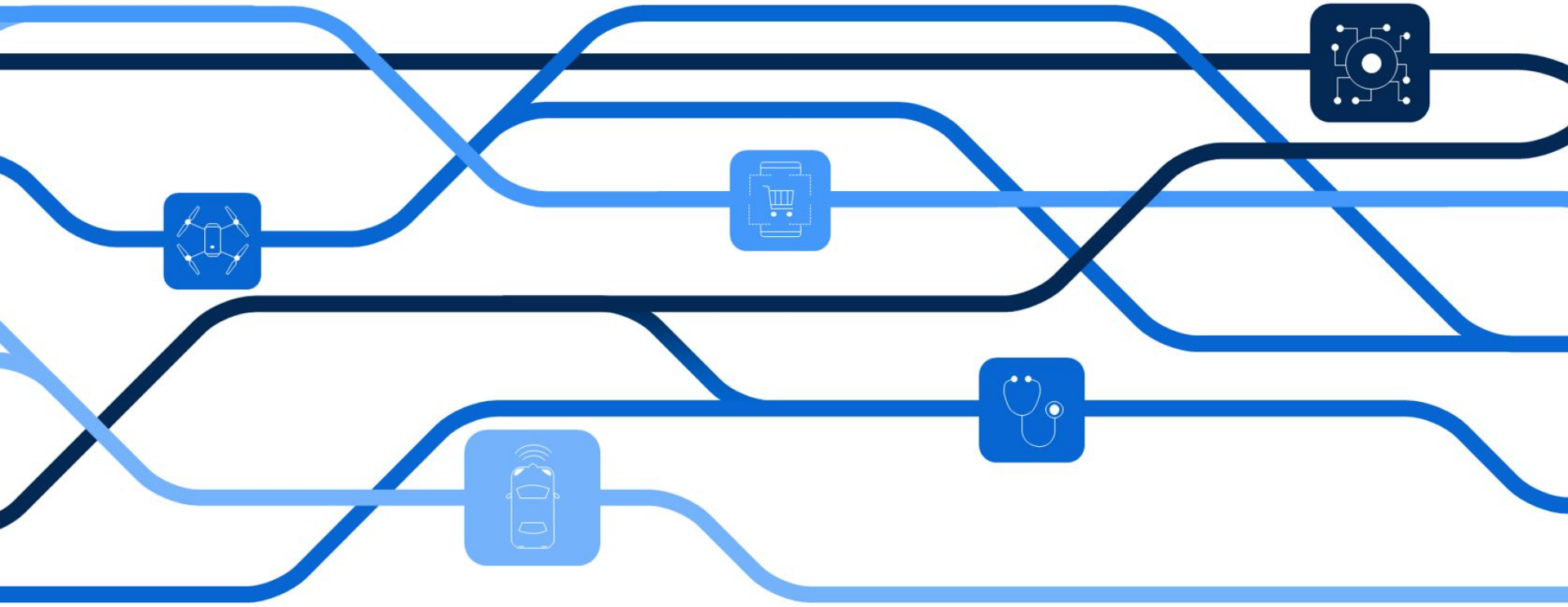


Supporting professionals who advance and apply science, AI, math, technology, and analytics to transform our world.

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them drive better decision-making.

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Data**4**good

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of BUSINESS



BUTLER





**Carnegie
Mellon
University**
Tepper School
of Business

MASTER OF SCIENCE IN **BUSINESS ANALYTICS**



— FULL TIME PROGRAM:

- 9-month program
- On Carnegie Mellon's campus in Pittsburgh, PA
- For recent college graduates with little or no work experience

— PART-TIME PROGRAM:

- 20-month program
- Online program with value-added on-campus experiences
- For working professionals with varying levels of work experience

#1

**Business School in
Business Analytics**

U.S. News & World Report

#1

**Online Master's in
Business Program**

U.S. News & World Report

Master of Science in Analytics

BREADTH AND INTERDISCIPLINARITY

- Core covers wide range of analytics areas
- Application areas, statistics/OR/ML models, software tools, programming languages, etc.
- Learning-how-to-learn emphasis
- True interdisciplinary integration

DEPTH BY SPECIALIZATION

- Choice of tracks: analytical tools, business analytics, computational data analytics

DEPTH BY PERSONALIZATION

- 50% of course slots are electives
- **80+** elective courses to choose from
- Build a program to match interests/goals

COMPUTING AND TECHNICAL RESOURCES

- High-Performance Massive-Scale L-Lab, Cloud Computing Resources
- Specialized Analytics Software Training Bootcamps (SQL, Deep Learning, Spark, Hadoop, NLP)
- Math/Stat/Coding Pre-Program Bootcamp

CORE SKILLS

- Professional Communication Training
- Analytics Problem Framing
- Behavioral, Case, and Technical Interview Training

DEPTH BY PERSONALIZATION

- Dedicated MS Analytics Placement Team
- Analytics-only Career Fair & Employer Events
- Conference and Professional Development Budget (\$2000)
- Industry Advisory Board



**NATIONAL APPLIED
AI CONSORTIUM**

<https://www.naaic.ai/>



Master of Science in Analytics (MSA)

- 10 months, full-time, late June start
- Faculty, staff, and student cohort co-located in a dedicated facility
- Relevant, practical curriculum
- Industry-sponsored, 8-month practicum projects
- 4-year average of 81% employed at graduation; MSA '25 average base starting salary of \$101,700

NC STATE
UNIVERSITY

Institute for Advanced Analytics

TOP 10
MOST INNOVATIVE
UNIVERSITY IN AMERICA

U.S. News & World Report

**DATA
DRIVEN**

**STEM
INFUSED**

**BUSINESS
FOCUSED**

**Proud Sponsor of
the Data4Good Case
Competition**

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SCHOOL
OF BUSINESS**



MSBA-BA

M.S. in Business Administration: Business Analytics

#22
IN THE U.S.



1 Year Full-Time



In-Person, Bburg



Daytime Classes



30 Credit Hours



No GRE/GMAT

Become a high-impact business analytics leader. Solve real problems for real clients during the 9-month capstone project. Be ready on day one for your career.



"The MSBA-BA program offers a world-class education and experience, all while remaining affordable."

Grant Bommer

MSBA-BA '22, Program Finance Lead, Leidos



Data4good

Data4Good history and outcomes
Dr. Matthew Lanham

Data4Good history

Began at Purdue University in fall 2022 by Professor Matthew Lanham, the objective was to create a holistic event that aligned with data analytics program needs to help get students career ready.

Key Statistics

- \$110,000 in student prizes have been awarded
- Almost 2,500 students have participated in previous years
- 1,953 students have earned a Microsoft AZ900 or AI900 Certification
- 96% of students considered themselves to be moderately to extremely knowledgeable of AI after this competition
- 92% believed this competition helped fill a knowledge, skill, or ability gap that they could showcase to employers
- 87% said they would “probably” or “definitely” discuss this competition work in a future interview to highlight their analytics skills
- 89% believed this competition was worth the time and money invested

Dashboard



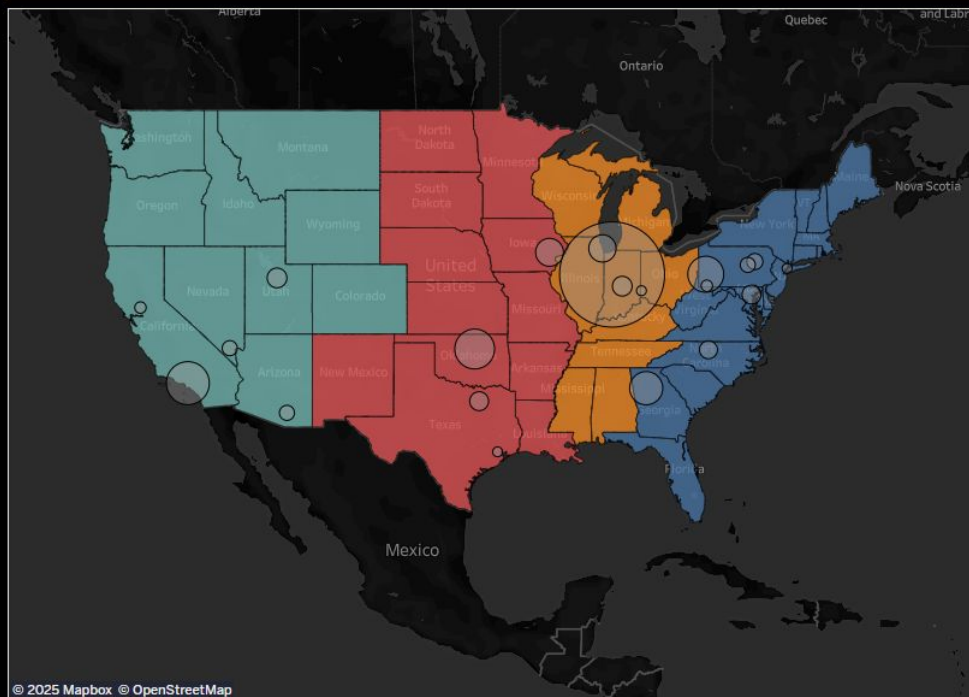
Data4Good Case Competition	Student Participation Summary		
	Undergraduates	Graduates	Total
Team Count	72	218	290
Individual Participants	243	788	1031



2024 Teams- 96% AI900 Pass Rate

[Dashboard](#)

Data4Good Case Competiton - 2024 Participation



Region 1 - CT, MA, ME, NH, NJ, NY, RI, VT, PA, DC, DE, FL, GA, MD, NC, SC, VA, WV
Region 2 - AL, IL, IN, KY, MI, MS, OH, TN, WI
Region 3 - AR, IA, KS, LA, MN, MO, ND, NE, NM, OK, SD, TX
Region 4 - AK, AZ, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY

Choose Participants or AI-900

- ☐ Passed AI-900
☒ Registered

Participation Summary

Region	Graduate	Undergraduate	Grand Total
Region 1	81 Teams 314 Individual Participants	6 Teams 22 Individual Participants	87 Teams 336 Individual Participants
Region 2	41 Teams 158 Individual Participants	59 Teams 226 Individual Participants	100 Teams 384 Individual Participants
Region 3	21 Teams 77 Individual Participants	8 Teams 32 Individual Participants	29 Teams 109 Individual Participants
Region 4	22 Teams 83 Individual Participants	5 Teams 19 Individual Participants	27 Teams 102 Individual Participants
Grand Total	165 Teams 632 Individual Participants	78 Teams 299 Individual Participants	243 Teams 931 Individual Participants

AI-900 Exam Summary

Pass	Fail/Did Not Take The Test	Grand Total
652	279	931

96% PASS RATE - 652/680 Test Takers Passed The Test!

Emory University University of Pittsburgh Drake University

Boston University

Brigham Young University University of Iowa Georgia Institute of Technology DePaul University Baruch College University of California, Davis

University of Southern California

University of Arizona

University of Texas at Dallas University of Houston

Purdue University

University of Washington

Johns Hopkins University

Binghamton University
Bucknell University

Carnegie Mellon University

Penn State University

University of Nevada, Las Vegas Morgan State University Miami University University of Wisconsin, Madison

Wake Forest University The University of Texas at Austin

Oklahoma State University

University of California Riverside
Utah State University

Washington University, St. Louis
Butler University

© 2025 Mapbox © OpenStreetMap

Data4Good Champions

Year	Regional Champions	National Champions	Case Challenge
2022	Butler University (U) Bently University (U) Purdue University (U) Georgia Tech (G) Northeastern (G) UCLA (G)	1 st Butler University (U) 2 nd Purdue University (U) 3 rd Bently University (U) 1 st Georgia Tech (G) – 6500 2 nd UCLA (G) - 4000 3 rd Northeastern (G) – 2000	Children's Book Captioning
2023	Williams College (R1-U) University of Maryland (R2-U) Cleveland State University (R3-U) University of Texas Austin (R4-U) Brigham Young University (R5-U) Binghamton University (R1-G) Emory University (R2-G) DePaul University (R3-G) University of Texas Dallas (R4-G) University of Washington (R5-G)	Brigham Young University (U) DePaul University (G)	Healthcare
2024	Emory University (R1-U) Purdue University (R2-U) Drake University (R3-U) Brigham Young University (R4-U) Baruch College (R1-G) Purdue University (R2-G) Oklahoma State University (R3-G) UNLV (R4-G)	1 st Emory University (R1-U) 2 nd Purdue University (R2-U) 3 rd Brigham Young University (R4-U) 4 th Drake University (R3-U) 1 st Oklahoma State University (R3-G) 2 nd Purdue University (R2-G) 3 rd UNLV (R4-G) 4 th Baruch College (R1-G)	Grief Assistance

EMORY

business

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PROGRAMS

GOIZUETA TEAM WINS BIG AT PURDUE'S DATA4GOOD COMPETITION

Goizueta Team Wins Big at Purdue's Data4Good Competition

By Allison Shireffs - March 21, 2025 3701

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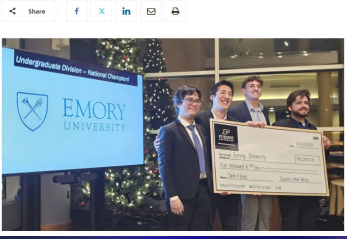
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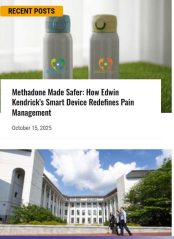
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RECENT POSTS



Undergraduate Division - National Champion



Methodists Made Safe: How Edwin Keadwell's Smart Device Redefines Pain Management

October 15, 2025

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Articles

MS B&DS students crowned national champions at Data 4 Good competition



Graduate Division - National Champion

From left: Jazmin Hernandez Perez, Srikanth Anand, Bennett Frohock and Edgar Castillo Garza left the Data 4 Good Case Competition as national champions with a \$5,000 prize.

MS B&DS students crowned national champions at Data 4 Good competition



Data4good

2025 competition design
Dr. Matthew Lanham and Mafer Bencomo Arevalo

Eligibility & Rules

Teams of 3-4 students

Teams must register as groups of 3-4 students — all undergraduate or master's students (no PhD students), as the evaluation varies based on education level. One student can submit the registration form on behalf of their team.

School & Region

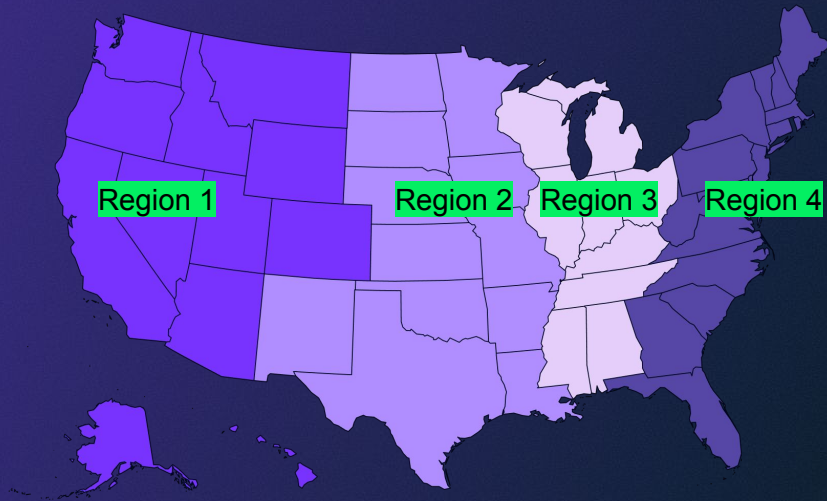
While the competition is open to everyone, prize eligibility will only consider students pursuing an undergraduate or master's degree in the United States and Canada. Teams must specify their school and US region in the team registration form.

Academic Emails

All participants must use academic emails (e.g., .edu) to register and participate in all competition events. Please ensure you use the same email address in every form you fill out throughout the competition.

<https://www.datacamp.com/event/data4goodcompetition>

Regional Championship



Competition Rounds

Participating teams will first compete against other teams in their region, Region 1 (West & International), Region 2 (Midwest), Region 3 (South Central), and Region 4 (East). Regional winners will be invited to compete at the final competition at The Johns Hopkins University Carey School of Business. Invited teams **MUST** participate in the final competition to be eligible to receive prize funds.

<https://www.datacamp.com/event/data4goodcompetition>

Regional Championship

Launch Date	Event	Deadline	Link	Individual points (max)	Team points (max)	Percent
10/17/2025	Competition Kickoff! (Webinar)	11/14/2025	Join	250	750	4.67%
Can begin anytime	Team Registration Window	10/31/2025	Register	N/A	N/A	N/A
10/31/2025	The INFORMS Analytics Framework (IAF): The Proven Guide to Developing Analytics Solutions (Webinar)	11/31/25	Join	250	750	4.67%
11/10/2025	Mastering AI-900: Microsoft Azure AI Fundamentals Training (3 hours Webinar)	12/10/2025	Join	250	750	4.67%
11/14/2025	Unlocking SAS Academic Resources (Webinar)	12/14/2025	Join	250	750	4.67%
10/31/2025	Business Problem Framing Free Course (code to take course for free will be shared on 10/31/2025)	12/24/2025	Complete	250	750	4.67%
12/5/2025	Using "The Hero's Journey" in data and AI (Webinar)	12/20/2025	Join	250	750	4.67%
Can begin anytime	Complete AI-900: Microsoft Azure AI Fundamentals Certification Score	12/8/2025	Register to take exam	1000	3000	18.69%
Can begin anytime	Complete SAS Badge (pick one among two available tracks)	12/31/25	Complete	850	2550	15.89%
Can begin anytime	Case Challenge Submissions	1/11/2026	Solve Case	2000	6000	37.38%
			Total	5350	16050	100.00%

Note: If you can't attend the webinars, watch the recordings by the deadline to still be able to score points. To access the recording, sign up for the session and wait for the recording email, sent after the event has finished.



Register for All Live Sessions

INFORMS Sessions

<https://certifiedanalytics.org/>



Note: Not required to sit for these exams for this competition.

The Seven Domains of Analytics Covered in the INFORMS Analytics Framework



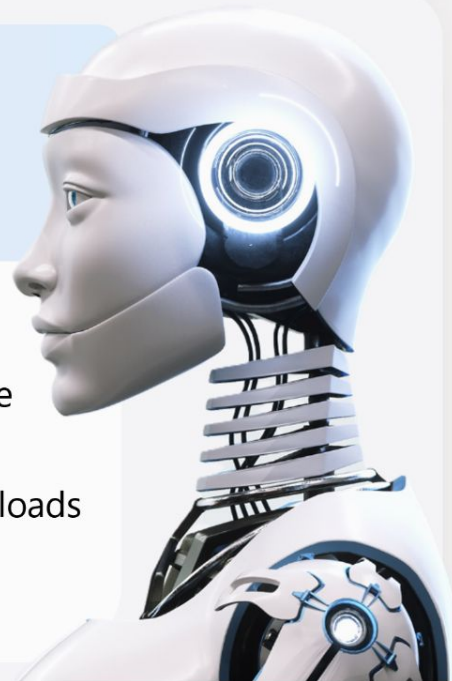
Only \$27 as part of the competition

Microsoft Certified: Azure AI Fundamentals

Demonstrate fundamental AI concepts related to the development of software and services of Microsoft Azure to create AI solutions.



Describe Artificial Intelligence workloads and considerations
Describe fundamental principles of machine learning on Azure
Describe features of computer vision workloads on Azure
Describe features of Natural Language Processing (NLP) workloads on Azure
Describe features of generative AI workloads on Azure



Microsoft Learn Self-Directed Learning

AI-900 Topic	Study using Microsoft Learn
Course Introduction	
Introduction to AI	2 Modules – 1.5 hours
Machine learning	2 Modules – 2.5 hours
Generative AI	2 Modules – 1.5 hour
Natural language processing	2 Modules – 1.5 hours
Computer vision	2 Modules – 1hours
Information extraction	2 Modules – 1.5 hours
Estimated time to complete	9.5 hours

SAS Badge Paths

The Knowledge Badge for each track is distinct because they cover different subject areas. You just need to pick ONE option to earn full points:



1. AI Foundations

Training Courses

COURSE
Generative AI Using SAS®

COURSE
Responsible Innovation and
Trustworthy AI

<https://learn.sas.com/course/view.php?id=8216>



2. SAS SQL Essentials

Training Courses

COURSE
SAS® SQL 1: Essentials

<https://learn.sas.com/course/view.php?id=8219>

Using The Hero's Journey in Data and AI

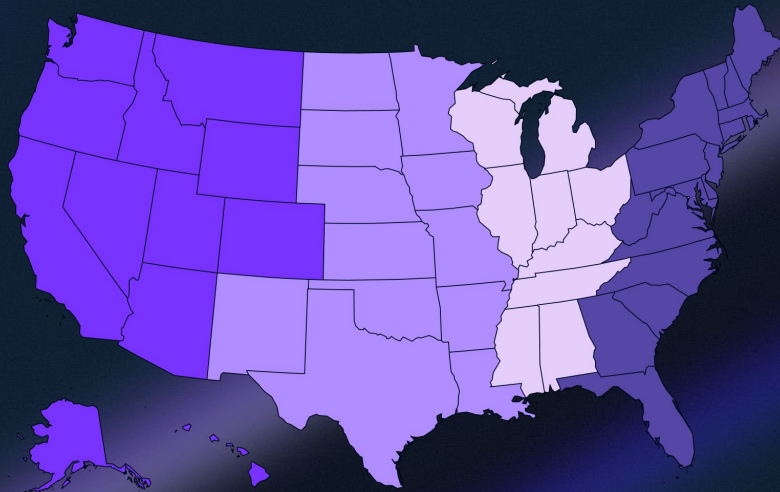
- **Everyone** wants to be a **hero**
- Most of us **are**, at least in some small way, even if we **don't always see it**.
- Framing your change efforts as a **story**, where the **people that need to change are** or help **heroes**, improves success
- **Learn** how you can **use** the **Hero's journey** to help your project **succeed** in this competition!



Regional Championship Prizes

Regional Championship Prizes

- Region 1 (East) Undergraduate Team Winner: \$2,000 | Graduate Team Winner: \$2,000
- Region 2 (MidWest) Undergraduate Team Winner: \$2,000 | Graduate Team Winner: \$2,000
- Region 3 (South Central) Undergraduate Team Winner: \$2,000 | Graduate Team Winner: \$2,000
- Region 4 (West) Undergraduate Team Winner: \$2,000 | Graduate Team Winner: \$2,000



- Most points per division and region will win.
- Regional champions are invited to the National Championship.
- You must attend the national championship to receive your regional awards.

<https://www.datacamp.com/event/data4goodcompetition>



Data4good

2025 National Championship at The
Johns Hopkins Carey Business School
Dr. Naser Nikandish

Johns Hopkins Carey Business School



Location:

Between the
US Capitol
Building & the
White House



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CAREY BUSINESS SCHOOL

About 2,500 GRADUATE STUDENTS

Artificial
Intelligence

Machine Learning
Models

BAAI

Optimization
Models

Simulation
Models

MS in
Business
Analytics &
Artificial
Intelligence
(BAAI)



National Championship



January 31, in Washington D.C.

naser.nikandish@jhu.edu



Date	Event
1/13/2026	Regional champions announced - top scoring undergrad/grad teams by region (8 total teams) invited to The Johns Hopkins Carey Business School
1/31/2026	Final presentations at The Johns Hopkins Carey Business School



Data4good

Getting started with the case challenge
Dr. Daniel Whitenack