Data4good

Why should you participate in Data4Good?

Dr. Matthew A. Lanham

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1. Follow this official LinkedIn page for competition updates: https://www.linkedin.com/company/data4good-analytics

2. Main Competition DataCamp website: https://www.datacamp.com/event/data4goodcompetition

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Data4Good

Mission: Provide **college students** and **practitioners** an opportunity to improve their knowledge, skills, and abilities of data analytics for good.

Vision: To be the premier data analytics for good opportunity in the **world**.

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What are participants saying?

89% believed this competition was worth the time and money invested

89% would recommend students to participate in the competition next year!

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What are participants saying?

89% believed this competition helped fill a knowledge, skill, or ability gap that they could showcase to employers

81% said they would “probably” or “definitely” discuss this competition work in a future interview to highlight their analytics skills

80% perceived knowledge of the INFORMS Analytics Framework (IAF) was moderate to advanced

89% plan on using the IAF in the future when designing and delivering analytical solutions.

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2026 Value Proposition

- ✓ **$25 Microsoft AI-901 AI Fundamentals Certification Opportunity (a $99 value retail)**
- ✓ **FREE six-month DataCamp subscription ($164/year value retail)**
- ✓ **FREE INFORMS Certified Analytics Professional – Essentials (CAP-E) Prep Course ($150-$275 value retail based on membership type)**
- ✓ **FREE SAS training and opportunities to earn badges**

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Certified Analytics Professional (CAP)

Three Levels. One Framework. Every Stage of Your Career.

CAP-Essentials	CAP-Pro	CAP-Expert
I do the work	I own the work	I lead the work
Early-career professionals building or formalizing foundational analytics knowledge	Mid-career practitioners who lead or own analytics projects end to end	Senior leaders who set analytics strategy and drive organizational outcomes
No application. No prerequisites.	No application. No prerequisites.	Application required. Education and experience criteria apply.
$195 INFORMS member **$275** nonmember	**$325** INFORMS member **$460** nonmember	**$440** INFORMS member **$640** nonmember

NOT SURE WHICH LEVEL IS RIGHT FOR YOU?

Click below to use the 'Find My Level' quiz or compare all three levels in detail:

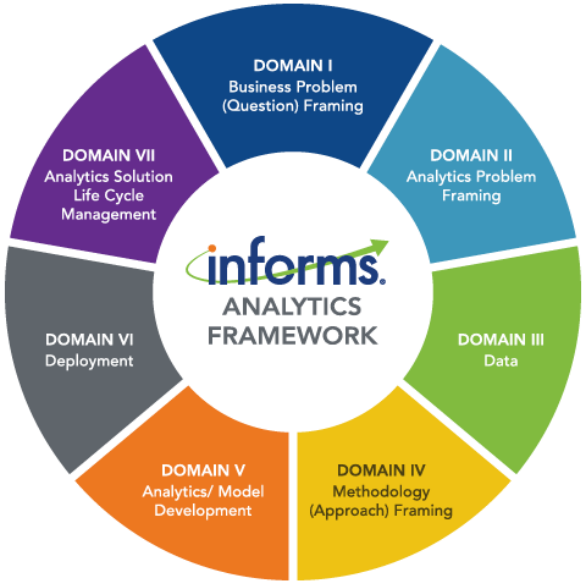
Find Your CAP Level

https://certifiedanalytics.org/

INFORMS Analytics Framework (IAF)

The INFORMS Analytics Framework was created by experienced Certified Analytics Professionals (CAPs) from diverse industries including government, military, consulting, and academia serving as subject matter experts. Using a detailed job task analysis methodology, they defined core sets of activities related to each domain.

The Seven Domains of Analytics Covered in the INFORMS Analytics Framework



Domain I: Business Problem (Question) Framing
Domain II: Analytics Problem Framing
Domain III: Data
Domain IV: Methodology (Approach) Framing
Domain V: Analytics/Model Development
Domain VI: Deployment
Domain VII: Analytics Solution Lifecycle Management

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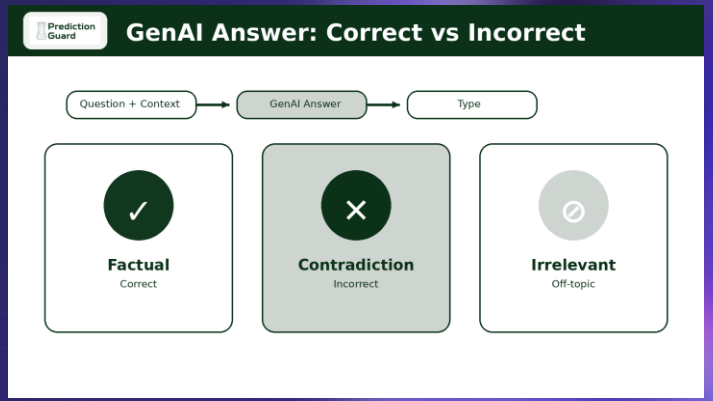
A “Good” Case

(2022) Captioning images in Children’s books

(2024) Understanding stages of grief

(2023) LLMs in Healthcare



(2025) GenAI reliability

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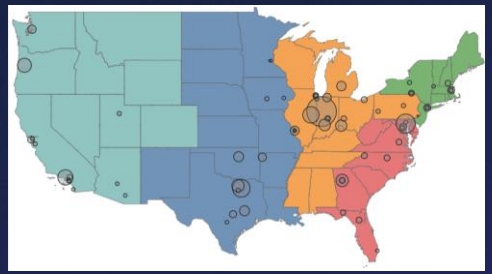
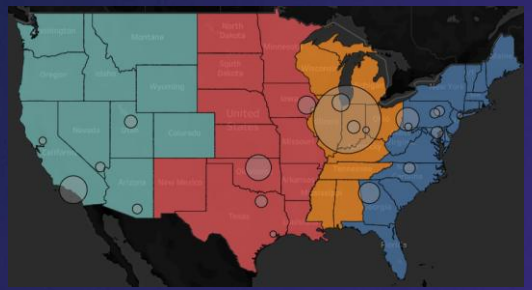
Reach continues to grow

2023
- $45,000 in prizes
- 95% passed AZ-900
- 290 teams
- 1031 students
- 72 universities

2024
- $40,000 in prizes
- 96% passed AI-900
- 243 teams
- 931 students
- 35 universities

2025
- $31,000 in prizes
- 96% passed AI-900
- 295 teams
- 1106 students
- 105 universities
- 15 non-US schools
- Track for (non-students) practitioners!





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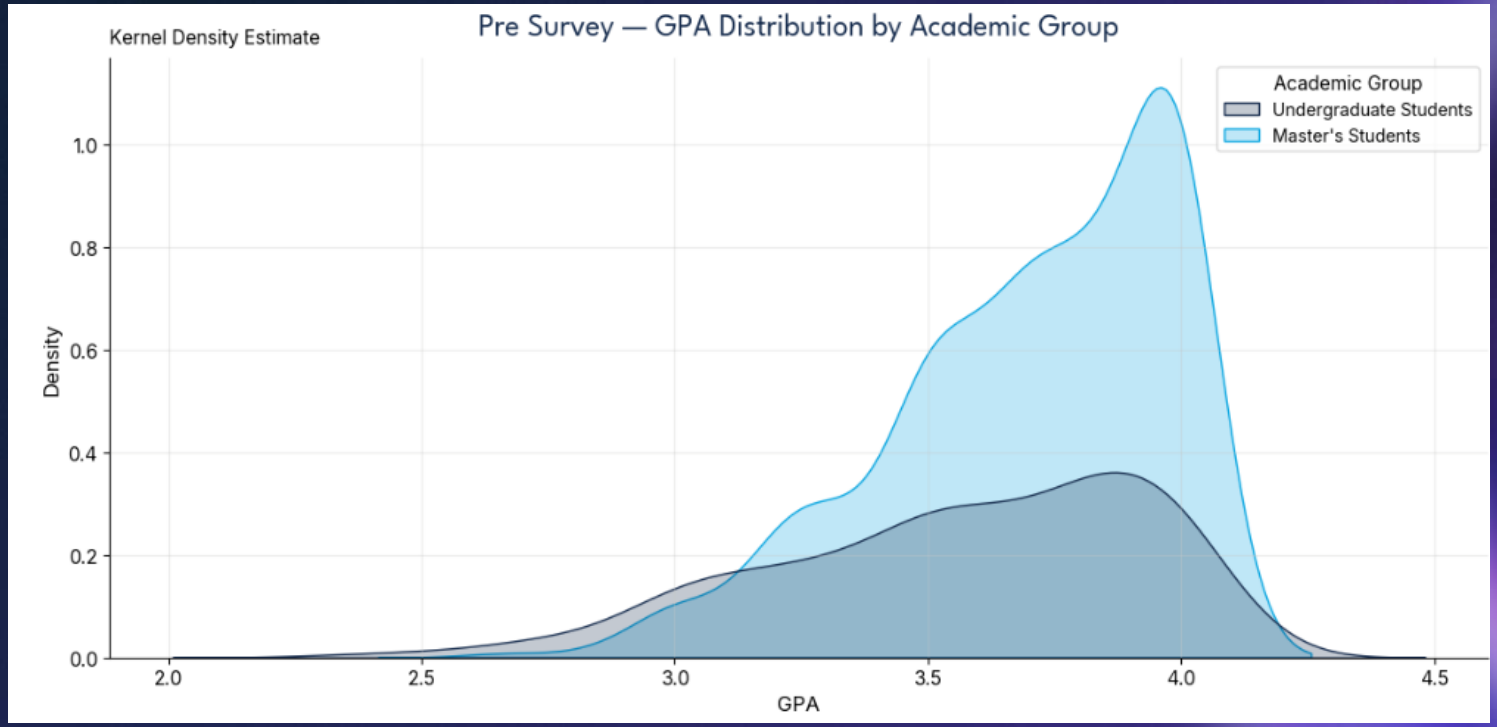
Is this for me? Do I have a chance?



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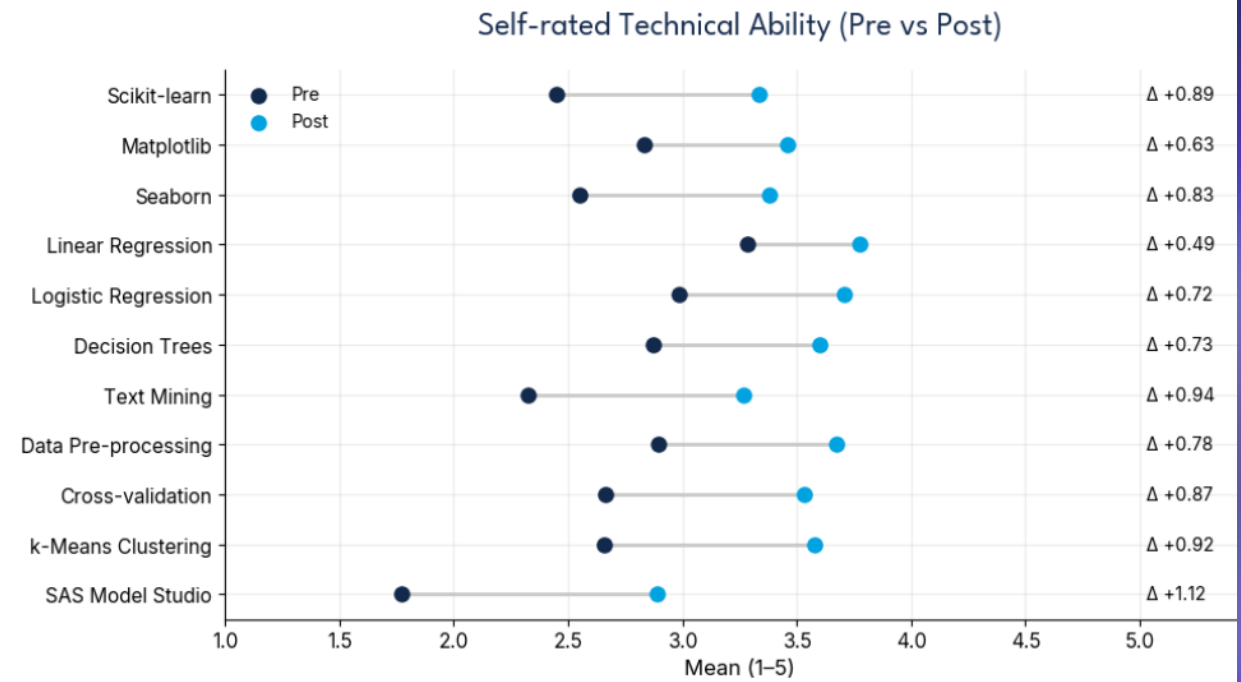
Participants perceived their skills had improved



Cronbach's α (skills battery) – Pre : 0.948
Cronbach's α (skills battery) – Post: 0.962

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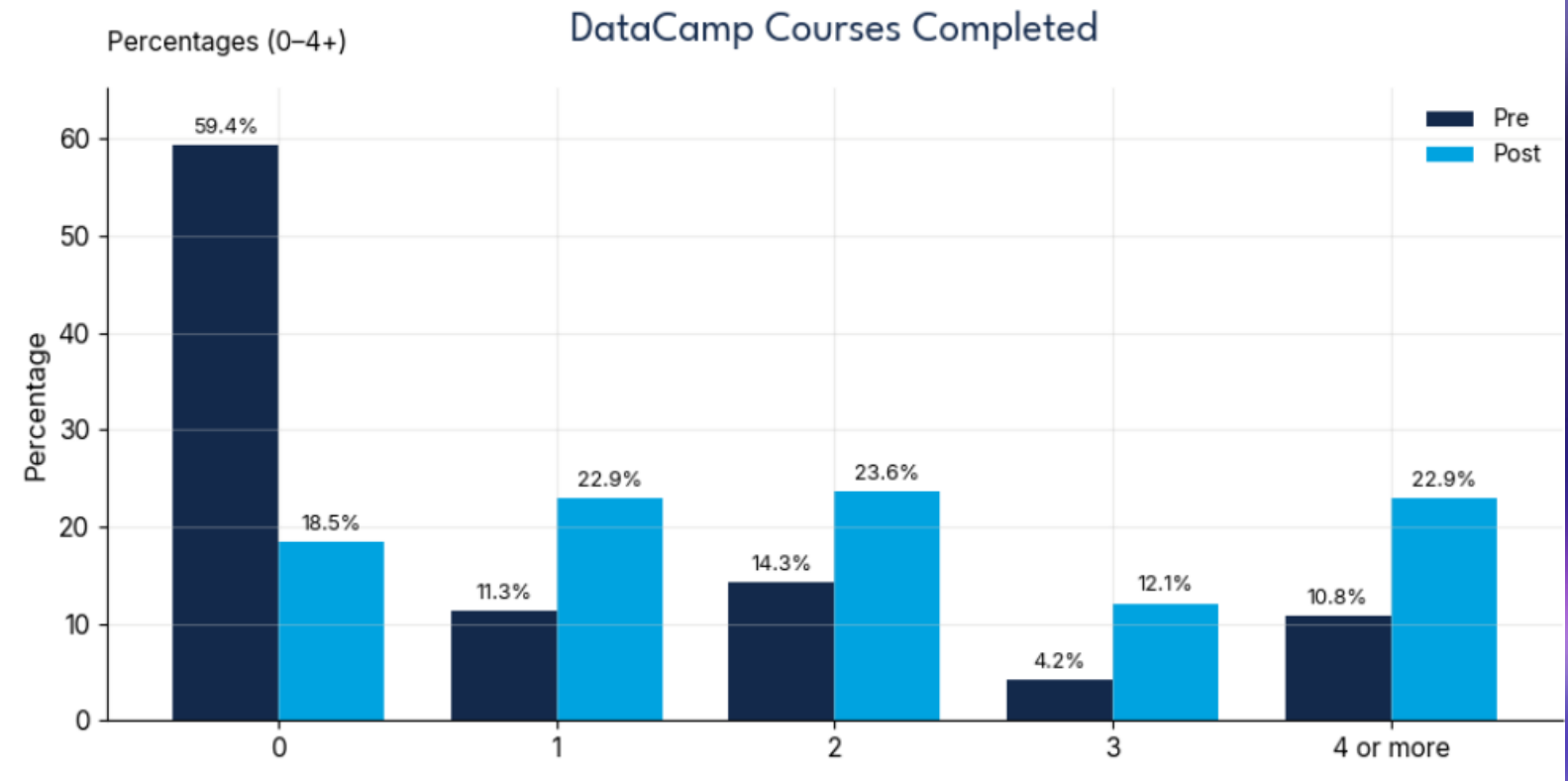
Most participants completed 2 or more DataCamp courses



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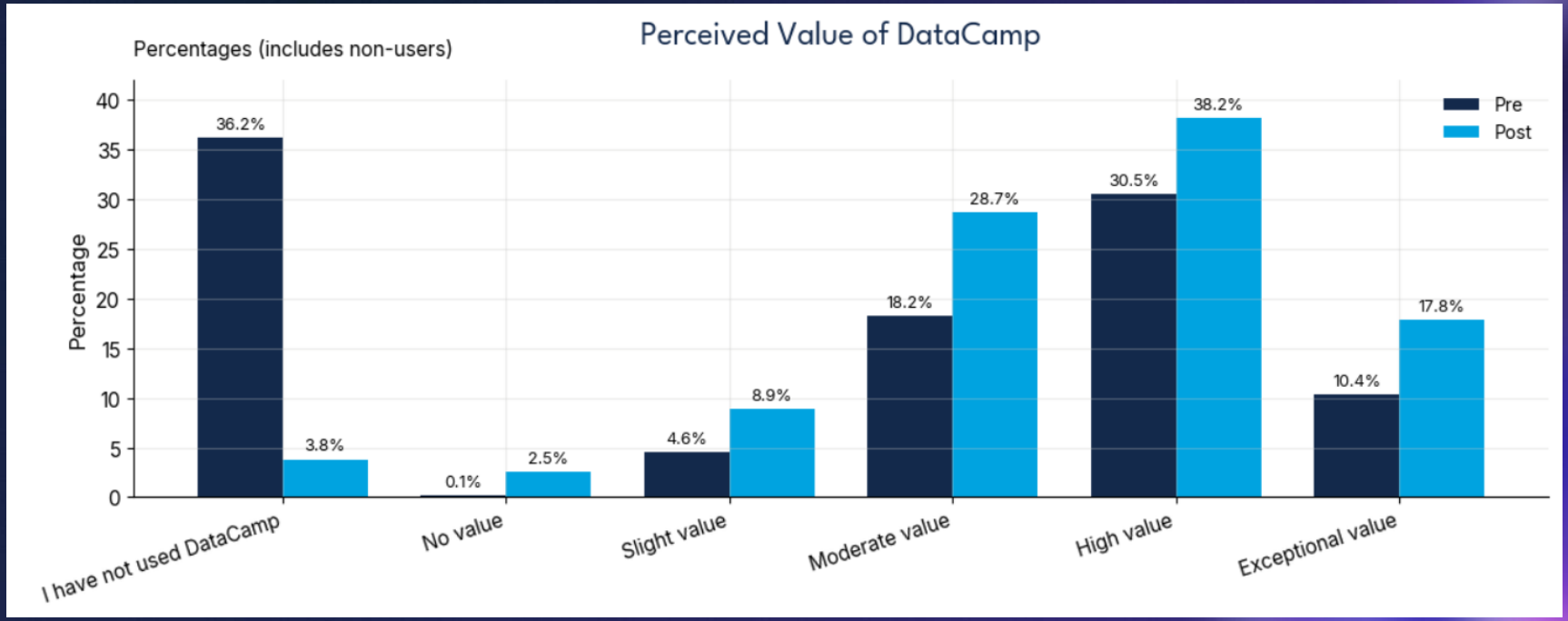
Participants loved DataCamp!



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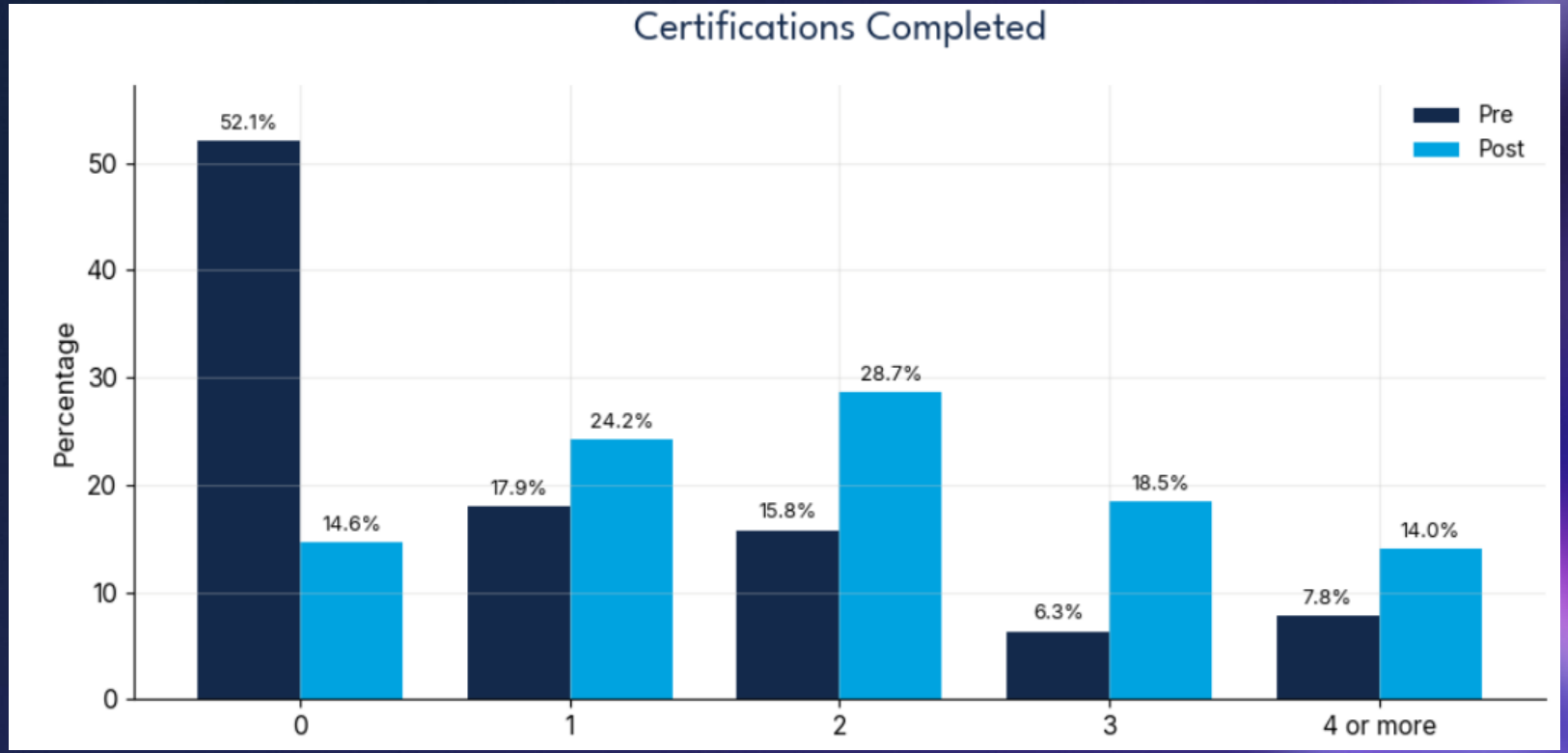
The competition is pushing people to earn professional certifications.



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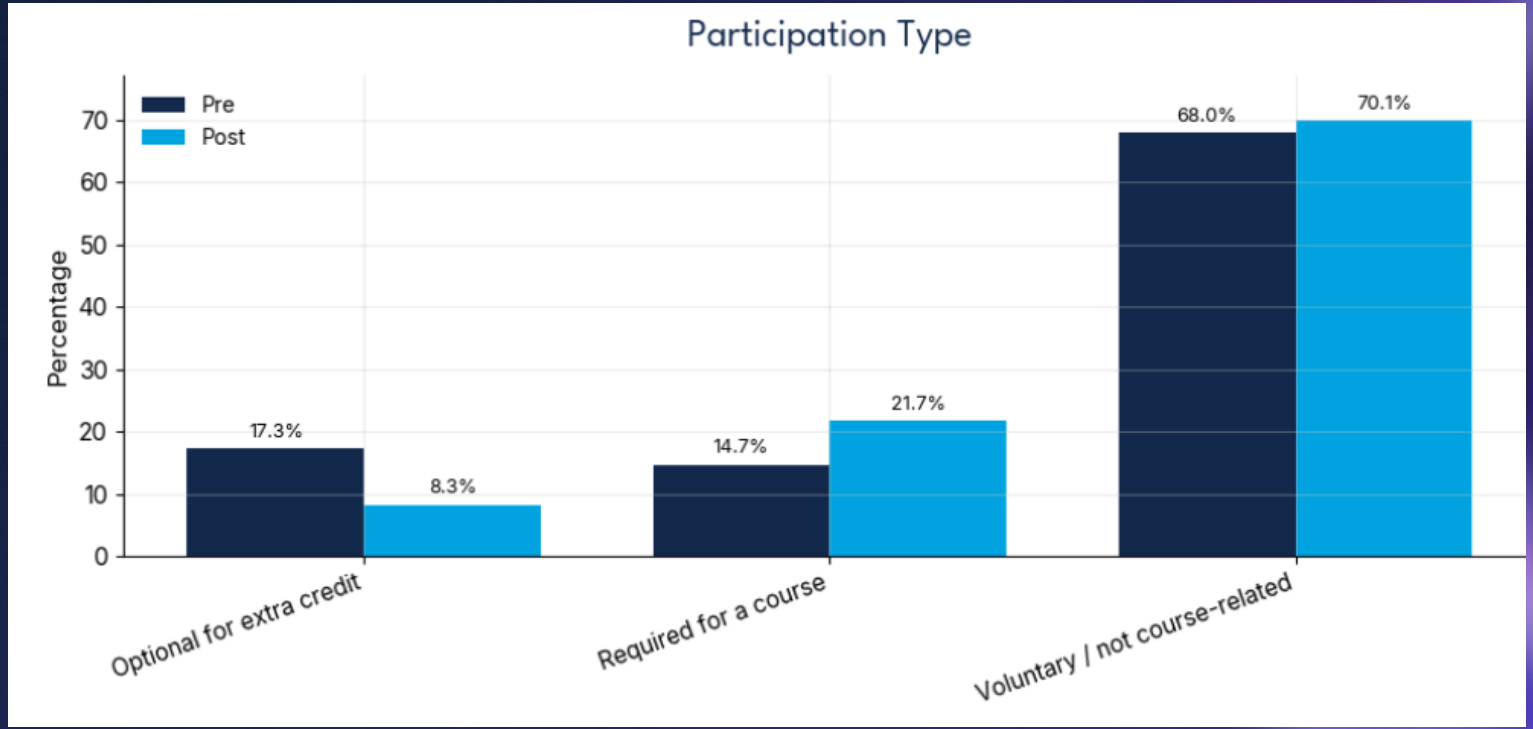
Most students do this outside of class, but maybe it could be part of a course at your school?



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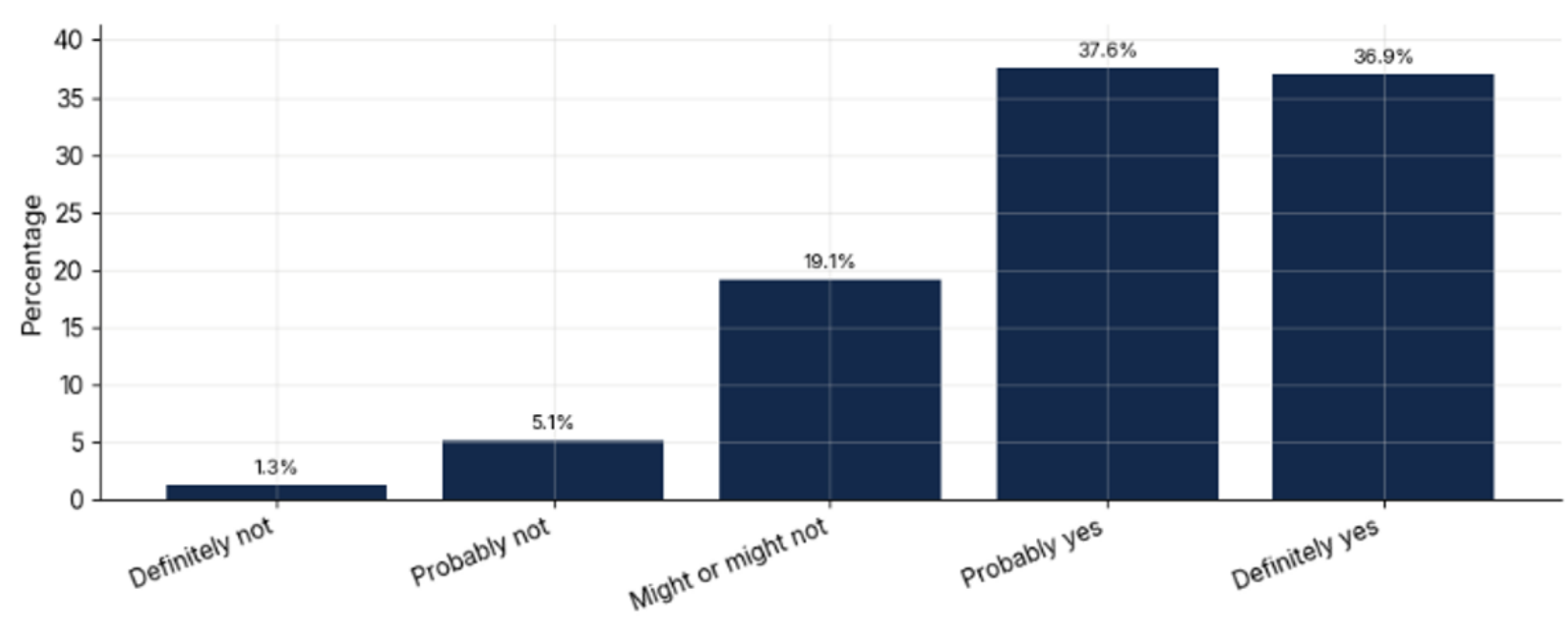
Do you believe you would have spent more time on this competition had an instructor at your university made the competition as a graded course component?



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2025 Platinum Sponsors

datacamp

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Prediction Guard

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Johns Hopkins Carey Business School

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2025 Gold Sponsors

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2025 Silver Sponsors

BUTLER
LACY SCHOOL of BUSINESS

Georgia Institute of Technology
Master of Science in Analytics

PURDUE UNIVERSITY
Mitch Daniels School of Business

VT
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CENTER FOR BUSINESS ANALYTICS
VIRGINIA TECH

Carnegie Mellon University
Tepper School of Business

NC STATE UNIVERSITY
Institute for Advanced Analytics

NAAIC
NATIONAL APPLIED AI CONSORTIUM

UC Berkeley
Master of Analytics

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Data4good

Last Year's Data4Good Design

Dr. Matthew Lanham

Welcome to Data4Good!

1. Follow this official LinkedIn page for competition updates: https://www.linkedin.com/company/data4good-analytics

2. Main Competition DataCamp website: 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

2. 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.

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

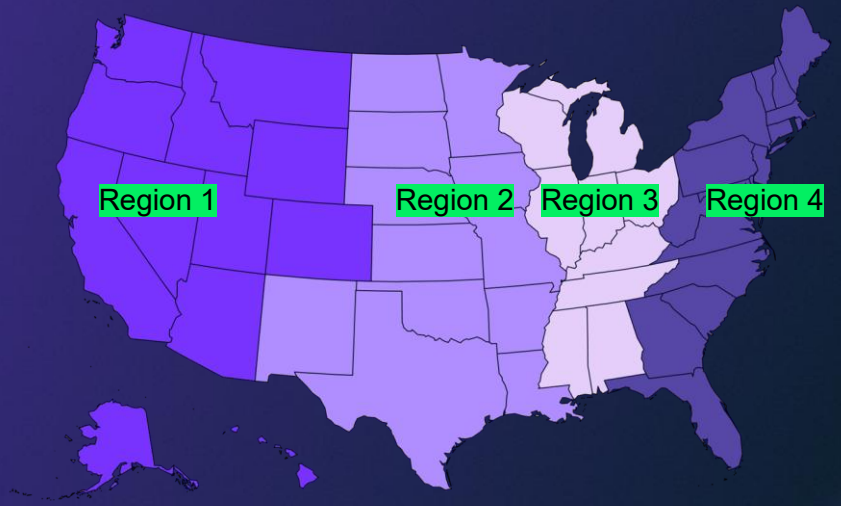
While the competition is open to everyone, prize eligibility will only consider students pursuing an undergraduate or master's degree in the United States and Canada. Teams must specify their school and US region in the team registration form.

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

It’s a points-based competition

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

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!

ASU W. P. Carey School of Business
Arizona State University

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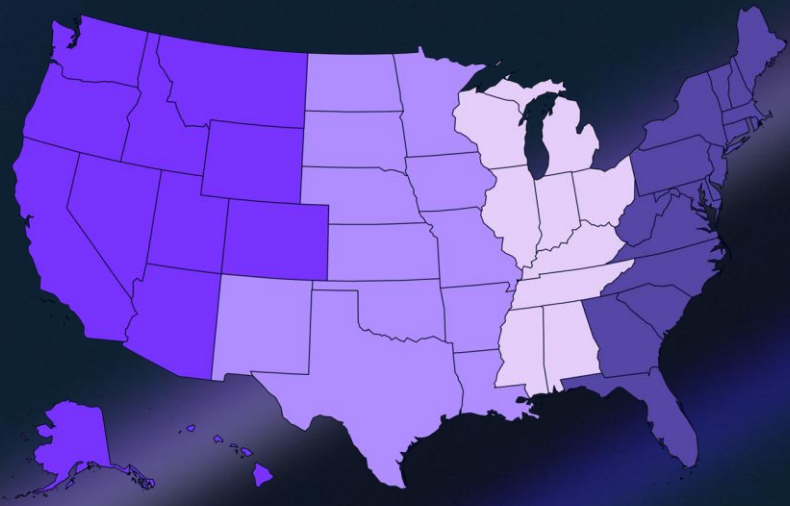
2025 Regional Championship Prizes

Regional Champion 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.

$10,000 National Championship

In Washington D.C.

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