

THE CURIOSITY CUP FAQ

1. What do the teams win?

Prizes are awarded to each member of the team. There will be one winning and one runner-up team in each of three domains: data preparation, data analysis and data presentation.

Winning Teams:

- One-year (12 months) license to the SAS® Academy for Data Science (SADs).
- One certification voucher (expires Dec. 31, 2023).
- One training voucher to attend a SAS training class in the format of your choice: Live Web, in person or e-learning (expires Dec. 31, 2023).
- One SAS mug.
- Recognition: press release, highlight on the Academic Hub, digital badge.

Runner-Up Teams:

- One certification voucher (expires Dec. 31, 2023).
- One training voucher to attend a SAS training class in the format of your choice: Live Web, in person or e-learning (expires Dec. 31, 2023).
- One SAS mug.
- Recognition: press release, highlight on the Academic Hub, digital badge.

2. What are the key dates?

Oct. 1 - Dec. 31, 2021: Teams register to participate in the Curiosity Cup.

Jan. 31, 2022: Paper submissions due. All registered teams will receive an email in December with instructions on how to submit their papers.

Feb. 17, 2022: Up to 15 teams are announced to proceed to round 2.

March 2, 2022: Video presentations for round 2 participants due.

March 11, 2022: Top two teams (winner and runner-up) in each of the three domains are announced.

3. Who is eligible to apply?

- Participants must be at least 18 years of age and enrolled as a part-time or full-time student at the time the round 1 paper entry is submitted.
- Teams must consist of two to four students and one advising faculty member (professor).
- The faculty member serves in an advisory role only. All work must be completed by the students.

4. How do I participate?

Register your team online by Dec. 31, 2021. Note: On the registration form you will need to indicate a team lead. The team lead is the primary contact for your team and will receive all communications.

5. What data can I use?

You may use any publicly available data set that interests you, and that also has real-world significance. This data set must be accessible by anyone. Data sets must be anonymized and must not include any personally identifiable information or confidential information. When registering for this competition, teams will need to include the name of the data you plan to use, as well as the URL where the data lives so the data can be verified. Please see Official Rules for more details.

6. What software can I use?

You can use university-licensed SAS software or no-cost SAS software for learning, such as SAS OnDemand for Academics or SAS® Viya® for Learners via the internet. SAS Viya for Learners users must follow the SAS-documented upload process and terms.

7. What should the final paper include?

Students are expected to write a paper that defines the problem, describes the analysis performed and presents the results in such a manner as to be of use in business, science, government, education, health care, etc. Students will be judged on the broad accessibility of results, so papers should be appropriately technical, but still understandable to non-analytics audiences. The paper must be two to five pages in length. Papers going over the page and appendix limits will not be reviewed. The paper must be written in English and contain the following components:

- Introduction.
- Data.
- Problem.
- Data Cleaning/Validation.
- Analysis – must include a statement of the SAS software product(s) used.
- Visualization (graphs, charts, etc.).
- Generalization.
- Suggestions for Future Studies.
- Conclusion.

Optional: Teams may opt to include an appendix of up to two additional pages. The appendix will not count toward the two- to five-page length paper requirement. The appendix may include supporting details such as mathematical proofs, sample calculations (referred to in the text), supporting figures (tables, graphs, charts or images), data (raw, summary or data dictionary), lists of words, the questionnaire used in the research, a detailed description of an apparatus used in the research, etc.

8. Where can I find helpful tips for submitting my paper?

An email will be sent in December with detailed instructions on how to submit your paper.

9. Do all students need to be from the same university?

Yes, all students on a team must be from the same university.

10. What criteria will be considered in choosing the round 2 participants?

The evaluation rubric is on a 10-point scale and includes the following items:

- **Data preparation (25%)**
 - Was the source of the data adequately documented?
 - Was the data cleaning process adequately explained?
- **Data analysis (25%)**
 - Were appropriate analytical methods used and adequately explained?
 - Was use of SAS software described?
- **Data presentation (25%)**
 - Were appropriate and attractive tables, graphics or visuals provided?
- **Impact and conclusions (25%)**
 - Were the problem(s) clearly defined and objectives of the study precisely given?
 - Were results provided for a general, nontechnical audience?
 - Were coherent and compelling findings and recommendations for future study given?

Each of the four components will be scored from 1 (vague, not given, poorly explained) to 10 (outstanding, one of the best).

Submissions will be reviewed by judges (employed or designated by the sponsor) who have qualifications sufficient to apply the criteria to the submissions.

11. Can I enroll as an individual?

No, this is a team competition.

12. Can I participate on more than one team?

No. Students may only participate on one team; however, a faculty adviser may serve as the adviser for more than one team.

13. Can I change or add team members?

Yes, but there is a maximum of four team members allowed. Send an email to curiositycup@sas.com to request changes.

14. What is the role of the advising faculty member?

The faculty adviser should assist in the same context as would the major professor for a master's student working on a thesis. The faculty adviser can provide suggestions, advice, critique, review and serve as a coach. All work must be done by the students.

