

Overview

UCF students will engage in an exciting real-world project with Addition Financial, a leading financial institution aiming to expand its branch network within the State of Florida. As part of this unique opportunity, students will be provided with essential data on potential locations where Addition Financial is eligible to build new branches. Armed with this data, the students will embark on a dynamic journey of exploration and analysis, encouraged to use any other publicly available resources such as Census data, city and county websites, and various governmental statistics sites.

Their task is to meticulously gather comprehensive demographic and location-related information for each potential branch site. Through rigorous research and data mining, the students will gain valuable insights into the diverse communities and neighborhoods across Florida, enabling them to make well-informed decisions about the most promising location(s) for Addition Financials' expansion.

The focus of this project extends beyond just identifying suitable sites; the students will delve into understanding the unique characteristics and needs of various regions and populations. By considering factors like population density, income distribution, economic indicators, and local consumer behaviors, they will uncover valuable patterns and trends that will help shape the strategic positioning of new branches.

Eligibility

The contest is open to current Full-time and Part-time UCF students. Students can submit as individuals or as a team. Teams may not be larger than 5 people. Employees, immediate family members of employees, and/or those living in the same household as employees of Addition Financial Credit Union are not eligible.

Prizes

Three (3) winning teams (first place, second place, and third place) will be awarded **\$3,000, \$1,500, and \$500** cash or cash equivalent prizes, respectively.

General Requirements

- Entries must be the original work of the submitter and/or his/her team.
- Teams must include their assigned team number (issued at registration) in the header or footer of all materials uploaded for judging.
- The required cover page should be the only place where it is possible to identify the University, Department(s), and/or the individuals involved in the submission.
- Each team will be required to formally present their findings to the AFCU competition judges at the AFCU Headquarters located at 1000 Primera Blvd. Lake Mary, FL 32746

Important Dates:

Contest start date: September 22, 2023 (data files will be available on this date)
Final submissions due: January 15, 2024 (early submissions are encouraged)
Group presentations will be conducted between January 16, 2024 and January 31, 2024
UCF analytics dept. notification of top three winners: March 1, 2024

Notification:

Winners will be notified at or before the Annual UCF data Symposium in March 14, 2024.
For any further questions about the dataset, contact Dept-BusinessIntelligence@additionfi.com