# Event Report: Viz-a-thon 3.0

**Date:** 16th April 2025 (Wednesday)
**Time:** 10 AM – 3 PM
**Venue:** SSCBS Campus

## Event Overview

Nucleus – The Analytics Society at Shaheed Sukhdev College of Business Studies (SSCBS) organised Viz-a-thon 3.0 for Crescendo 25 – The Annual Fest of SSCBS. Viz-a-thon 3.0, in its third edition, is a Data Visualization Competition that enables participants to showcase their data visualization and analytical skills using tools like Power BI, Excel, Tableau, etc.

This year's challenge featured a rich Spotify dataset, filled with track-level details such as popularity scores, audio features (like danceability and energy), release years, and artist information. Participants were expected to go beyond basic visualizations and derive meaningful insights—such as what makes a song popular or how music trends have evolved over time. The goal was to turn raw data into insightful dashboards that reflected real-world music industry dynamics and decision-making. The participants were required to create a dashboard on the provided case using preferred data visualisation tools within 3 hours. Following the preliminary round, the shortlisted participants were tasked with presenting the prepared dashboard in under 10 minutes in front of a panel of judges. The presentations were followed by a 5-minute Q&A session.

The Data Visualization Competition of Nucleus focused on helping participants develop a deeper understanding of data by encouraging them to identify key patterns, interpret their meaning, and present insights that could support real-world decisions, thereby testing their business acumen.

## Winners

After thorough evaluation, the winners of Viz-a-thon 3.0 were announced. The top teams were recognized for their exceptional performance, innovative solutions, insightful dashboards and proficiency in navigating complex analytical challenges. The winning teams received cash prizes, certificates and other prizes, acknowledging their outstanding achievements and contributions to the competition. The winners were provided prizes worth INR 15,000.

**Judges**

We were privileged to have two accomplished professionals from the analytics industry as judges. First up was **Ms. Mahi Gupta**, a Senior Data Analyst at American Express with over 2.5 years of experience in using data to drive business decisions. She was joined by **Mr. Sanjit Mullick**, currently serving as a Senior Data Analyst at Mercer, leveraging data for marketing strategy and performance optimization. Both judges provided insightful feedback and appreciated the effort, creativity, and business thinking reflected in the dashboards.

Overall, Viz-a-thon 3.0 provided participants with a unique opportunity to apply their data visualisation skills, fostering critical thinking and problem-solving abilities. The competition facilitated learning and growth, allowing participants to hone their analytical proficiency and strategic decision-making skills using powerful visualisation tools.

**Faculty Incharge**

• Dr. Mona Verma
• Dr. Amrina Kausar
• Dr. Rishi Rajan Sahay
• Dr. Satish Goel


**Student Committee**

**President:** Nikhil Jain
**Vice President:** Uday Arora

**Advisory Committee:** Aman Bhandari, Anish Agrawal, Jatin Singh, Krishang Baldi, Moksh Ahuja, Muskan Goyal, Nancy Garg, Nikhil Jain, Radhika Singh, Sneha Jindal, Uday Arora, Vanshika Bhattad, Yash Agarwal

**Core Committee:** Aryan Goyal, Atibha Jaiswal, Avishi Sood, Gautam Nayak, Kavy Rastogi, Kush Agarwal, Maghav Dev Mittal, Priyanshu Kumar, Samriddhi Chandran, Snehal Srivastava, Vansh Khari, Vanshika Jain

**Organising Committee:** Aditya Kumar Sahu, Akshat Soni, Anvi Chugh, Junit Garg, Kunga Tanzin Bodh, Navya Malhotra, Pari Kalra, Pavani Chandhok, Poorvi Khanduja, Rohit Sinha, Saanvi Arora, Saksham Joshi, Shourya Chourasiya, Ujjwal Jain


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