



SOK Ultrahack hackathon material

Elokuu 2016



SOK Ultrahack material presentation

Few words on SOK (the company)

The Challenge

What?

(Material available)

Few friendly rules on using the competition material

How?

(accessing the material)



Few words on SOK

Arguably the largest multi-industry retail / service company in Finland

- Grocery / Durable goods retailer (S-Market, Prisma, Sokos, etc)
- Hotel / Restaurant chain operator (Sokos hotels, Radisson, Amarillo, ...)
- Banking, investment and insurance company (Spankki, FIM, Lähitapiola)
- Partner network (Dental care, auto rental, other business and consumer services etc)

Possibly the most diverse customer/meta/statistical data operator in Finland

- Very diverse view purchases, service and content use through a long customer lifecycle
 - Large network of geographically diverse set of services and offerings, complete with related metadata



The Challenge

**SOK at heart is a co-operative that exists to create value for it's members
(card members, who are also the owners)**

**We would like to see more interesting ways to combine our data to create
value for our customers, for example through:**

- Making everyday life easier and more pleasant via better service and customer experience
- Making it easier for local service providers in the SOK network to create value for customers
- Creating value for customers directly by presenting and packaging their data in new ways



What data is available?

Synthetic dataset created from brick and mortar + online purchases (Sokos / Prisma durable good purchases)

- Not personal data -> person purchase histories are created via simulation (synthetic)
- On location store and category (distribution) level the data is representative (although heavily sampled and with noise added)

Product metadata on Prisma / Sokos products (only durable goods)

- Product ids, names, images, categorization, links, availability, reviews etc.

Business location data

- Coordinates, facilities, opening times and other location metadata

Bonus round

- (not confirmed) Synthetic transaction data (personal level data created via simulation)



Few friendly rules on using the competition material

In a nutshell

(the full conditions are available on signing up for the data access)

SOK retains the sole ownership of the data assets – teams are only processors of the data

Material must only be used for developing Ultrahack 2016 competition entries

(other uses require specific consent from SOK Group)

Use of the material and linked resources must not cause harm to SOK Group and its systems

Teams agree to remove any copies they might have of the competition data, in digital and analogue form



How?

- 1. Register team for the material (registration token and instructions on how to sign up on the ultrahack platform)**
- 2. You'll receive a registration confirmation + access to the SOK Ultrahack slack channel**
- 3. SOK approves your access to the data (confirms registration), usually within 24 hours**
- 4. Once approved, you'll get an email with instructions on how to access data**