

## **Launch of the EDHEC DataViz Challenge 2021, Europe's first data visualisation competition for students**

*Press release*

**Paris, 19 April 2021 – EDHEC Business School is launching the 2021 edition of the DataViz Challenge, Europe's first data visualisation (dataviz) competition for students, in partnership with UNICEF, Mazars and Tableau. The competition enables students to develop their data analytics and visualisation skills and secure career opportunities, while assisting UNICEF in its mission of defending children's rights.**

The objective of dataviz is to present masses of figures and raw data more intelligibly, by employing clear and interactive visual representations: charts, diagrams, pie charts, maps, friezes, etc. Faced with the need to process growing quantities of data, businesses are increasingly interested in dataviz as a powerful analytical and communication tool that makes complex data easier to understand.

EDHEC created the DataViz Challenge to enable students to acquire skills in this area. Organised in partnership with [UNICEF](#), [Mazars](#) and [Tableau](#), the Challenge takes place fully online and in English, and is open to all students enrolled at a business school or university in Europe. Within EDHEC, the Challenge more particularly involves students on the [MSc in Data Analytics and Artificial Intelligence](#) and on the [Global MBA](#), who already benefit from DataViz classes and take part in internal contests. Participating students must use open data compiled by UNICEF with a view to supporting the organisation's global mission. The goal is to bring out the stories behind the data!

### **A unique competition for accelerating students' learning while supporting UNICEF**

All participants are invited to submit their entries no later than 21 May on the [DataViz Challenge homepage](#). The 10 best<sup>1</sup> will then be selected according to the following criteria: Creativity (25 points), Beauty/Design (25 points), Analytical depth (25 points) and Overall evaluation (25 points). Their authors will be invited to take part in the online final on 18 June, when they will have the chance to present and defend their work.

The competition's first prize is an interview for a data visualisation internship at UNICEF. In addition to top-3 and top-10 finalist prizes: coaching sessions with Mazars, an AI training programme (6 hours), a tech prize and complimentary tickets to the Paris Vivatech 2022 event.

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<sup>1</sup> For more information, the work of the 10 finalists in the 2020 edition can be seen [online](#).

*“How to tell a convincing story with data for UNICEF? This is the challenge we set for EDHEC DataViz Challenge participants all over Europe. Through the competition, we encourage students to develop their data analysis and data visualisation skills, expertise that is increasingly in demand with businesses. The Challenge is also an ideal means for employers to find their future talent”,* underlines Sandra Richez, Director of the EDHEC Global MBA programme.



### Press Contacts

Béatrice Malasset - [beatrice.malasset@edhec.edu](mailto:beatrice.malasset@edhec.edu) - + 33 (1) 53 32 76 55 / 7 62 52 37 47  
Angèle Pellicier - [angele.pellicier@edhec.edu](mailto:angele.pellicier@edhec.edu) - + 33 (1) 53 32 87 67 / 6 68 11 39 04

### About EDHEC BUSINESS SCHOOL

Based in Lille, Nice, Paris, London and Singapore, and counting 100 nationalities on its campuses and partnerships with 280 leading universities around the world, EDHEC is a fully international business school directly connected to the business world. EDHEC's 40,000 alumni spread over 120 countries represent a community of engaged leaders, trained to act practically and deliver solutions to the main economic, social, technological and environmental challenges facing the world.

The School has developed a unique model founded on research of real practical use to society, companies and students. EDHEC is a centre of excellence, innovation, experience and diversity, focused on impacting future generations in a fast-transforming world. The School exists to make a positive impact on the world.

#### EDHEC in figures:

- 8,600 students in academic education, 177 professors and researchers, 11 research centres
- 5 campuses and a platform devoted to 100%-online certificate and degree programmes: EDHEC Online
- a comprehensive portfolio of 23 programmes designed for future decision-makers: Bachelors (BBA and BSc), a Master in Management, Masters of Science (MSc), MBAs (Full-time and Executive MBA), a PhD in Finance
- an extensive EDHEC Executive Education offering of certificate and degree programmes for managers, business leaders and entrepreneurs