

## IÉSEG DATAVIZ CHALLENGE: IÉSEG School of Management and Cofidis announce the winners of the 1<sup>st</sup> edition

*On May 6, 2021, Jean-Philippe AMMEUX, Dean of IÉSEG School of Management, and Nicolas WALLAERT, General Director of Cofidis France, announced the winners of the IÉSEG DATAVIZ CHALLENGE. This year, the data visualization contest challenged the students to come up with a solution for a real issue in the banking sector: how to deal with “the loan officer's daily data”.*

The awards ceremony took place during the round table co-organised by IÉSEG School of Management on the theme 'the data of tomorrow', during which Julie BASTIEN, consultant in Data and AI at Groupe OnePoint, Amélie CANONNE, Head of Big Data and New Technologies at Cofidis Group and Jérémie BERTRAND, professor-researcher in the field of banking and FinTechs at IÉSEG School of Management, all made presentations.

For this first edition of the IÉSEG DATAVIZ CHALLENGE, 42 projects from France, Italy and Slovenia were finally submitted to the jury by 62 students, working alone or in pairs.

**Clément FAUSSURIER and Oussama OUZIN, students in the 4<sup>th</sup> year (Master in apprenticeship 'Financial Institutions: Risk, Compliance and Data Analytics') at IÉSEG School of Management, won the IÉSEG DATAVIZ CHALLENGE.** According to the jury, the clear and intuitive structure of their project (see below) allows a quick and synthetic reading of the activity for a loan officer and the graphics used are very relevant and adapted to the indicators. As a reward, they will take part in an immersion experience at Cofidis, as well as having a recruitment interview to try to land an internship and/or apprenticeship program opportunity within the Group.

*“We are very happy to have won the first edition of this Challenge. We would like to thank Cofidis and IÉSEG for allowing us to work on real company data and to have been able to put into practice everything we learned during our Master's degree. This challenge has also awakened our curiosity and wonderment, both essential qualities to develop in today's world. This project was exciting because we saw how Cofidis managed its data, its 'Most Valuable Asset', and how data visualization tools can even enhance it”,* say Clément FAUSSURIER and Oussama OUZIN.

**Ryan TUROLLA and Clélia BRASSARD, also 4<sup>th</sup> year students (Master in apprenticeship 'Financial Institutions: Risk, Compliance and Data Analytics') at IÉSEG School of Management, took 2<sup>nd</sup> place and will participate in the next Cofidis Data Group Committee.** The jury believes that their tool is both dynamic and airy and offers a variety of graphics adapted to the different indicators.

Finally, 3<sup>rd</sup> place was awarded to **Anthony BAHOUNOUI, a 4<sup>th</sup> year student (Master in apprenticeship 'Financial Institutions: Risk, Compliance and Data Analytics') at IÉSEG School of Management, who will spend a day with the Cofidis Team during one of the stages of the next Tour de France cycling race.** The jury like the 2-step structure (assessment and analysis) which allows for a fluid and progressive integration of the information.

## A challenge open to all European students

Launched on 17 February 2021 as part of the Master in apprenticeship 'Financial Institutions: Risk, Compliance and Data Analytics' course of the Grande École Programme, the first edition of this new challenge in Data Visualization was open to all students enrolled in a European higher education institution. The task forced them to tackle a real issue in the banking sector: 'the loan officer's daily data'.

Indeed, within Cofidis, the loan officers are in charge of managing Cofidis' partner brands that offer their credit solutions and thus receive dozens of different types of information every day. The theme of the challenge was therefore to present this information in a synthetic, efficient and pleasant way in order to facilitate the work of the loan officers.

Among the 42 projects submitted between February 17 and April 11, the closing date for applications, 10 projects were first nominated by a jury composed of 3 professors of Finance at IÉSEG School of Management (**Jérémie BERTRAND**, also Director of the Master in Apprenticeship 'Financial Institutions: Risk, Compliance and Data Analytics', **Maia GEJADZE** and **Marc JOETS**). The selection criteria were creativity, graphic design and readability, the relevance of the data used and above all the professionalism and feasibility of the proposal.

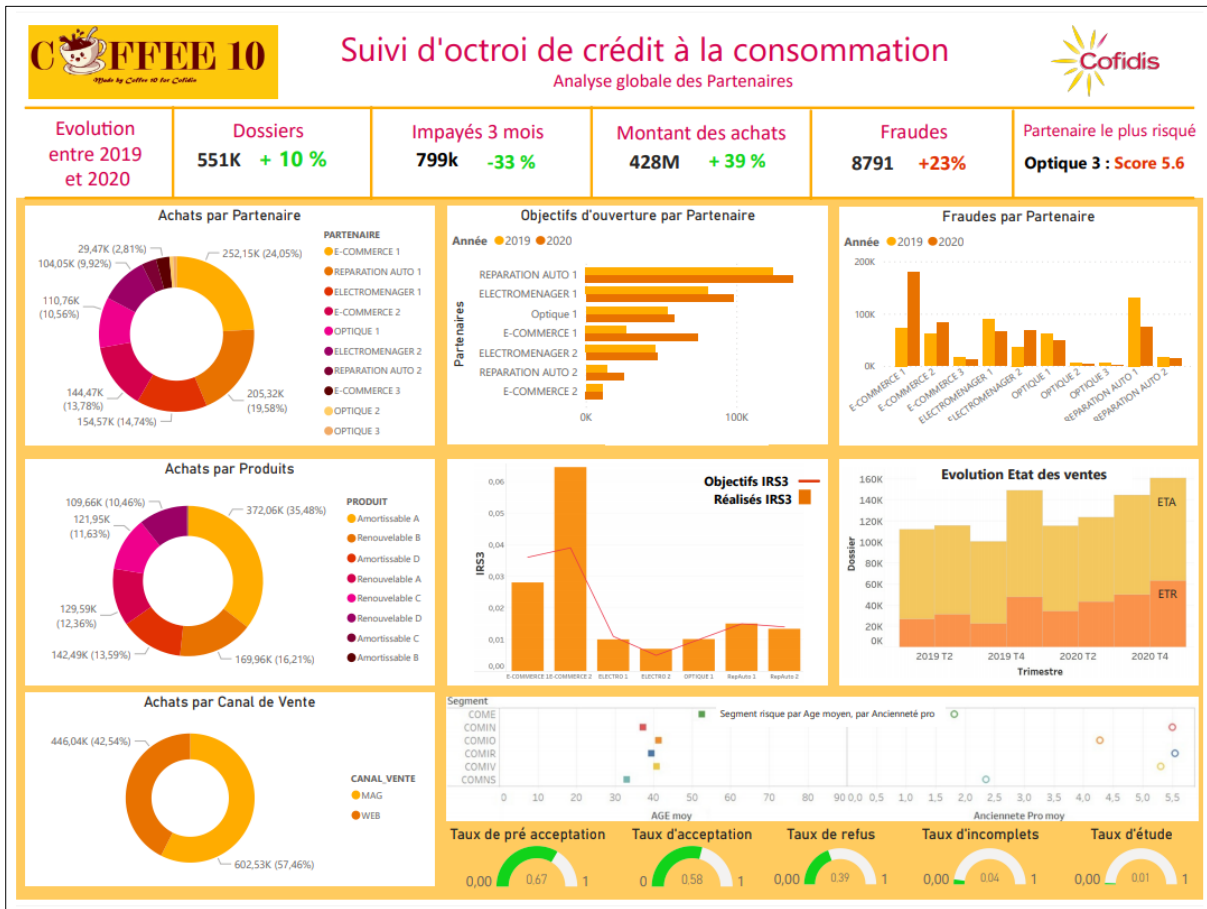
"Data has become a key issue for companies in all sectors. Data visualization has become more and more important, as it allows its users to understand and identify trends, patterns, etc. more easily in a given sector or organization. The IÉSEG DATAVIZ CHALLENGE presented a unique opportunity for students to apply the practices they have studied or seen in an experience related to the professional world, all the while proposing ideas that may later be used by Cofidis", explains Jérémie BERTRAND.

Finally, a jury made up of 8 professionals who are experts in data within Cofidis, as well as the advisory opinion of the entire Cofidis Group Data community, made it possible to select the 3 winners of this 1<sup>st</sup> edition.

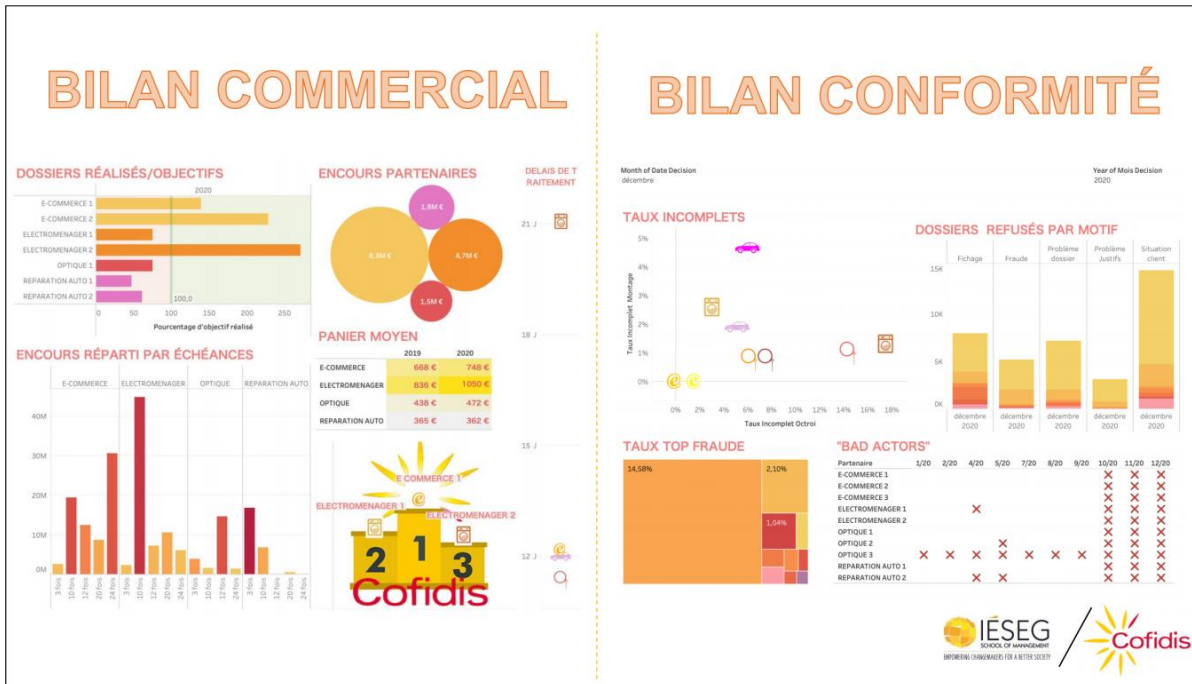
"Data visualisation is essential for us. It allows our teams to remain efficient thanks to informed analyses. A big thank you to the 62 participants, and congratulations to the 5 winning students. You were able to identify the problem and respond to it in an appropriate manner. This is proof of the usefulness of our partnership with IÉSEG: submitting business cases so that the students can immerse themselves in experiences related to the professional world while, for us, opening our eyes to new ideas and ways of doing things", concludes Nicolas Wallaert, General Director of Cofidis France.

# The winners of the IÉSEG DATAVIZ CHALLENGE

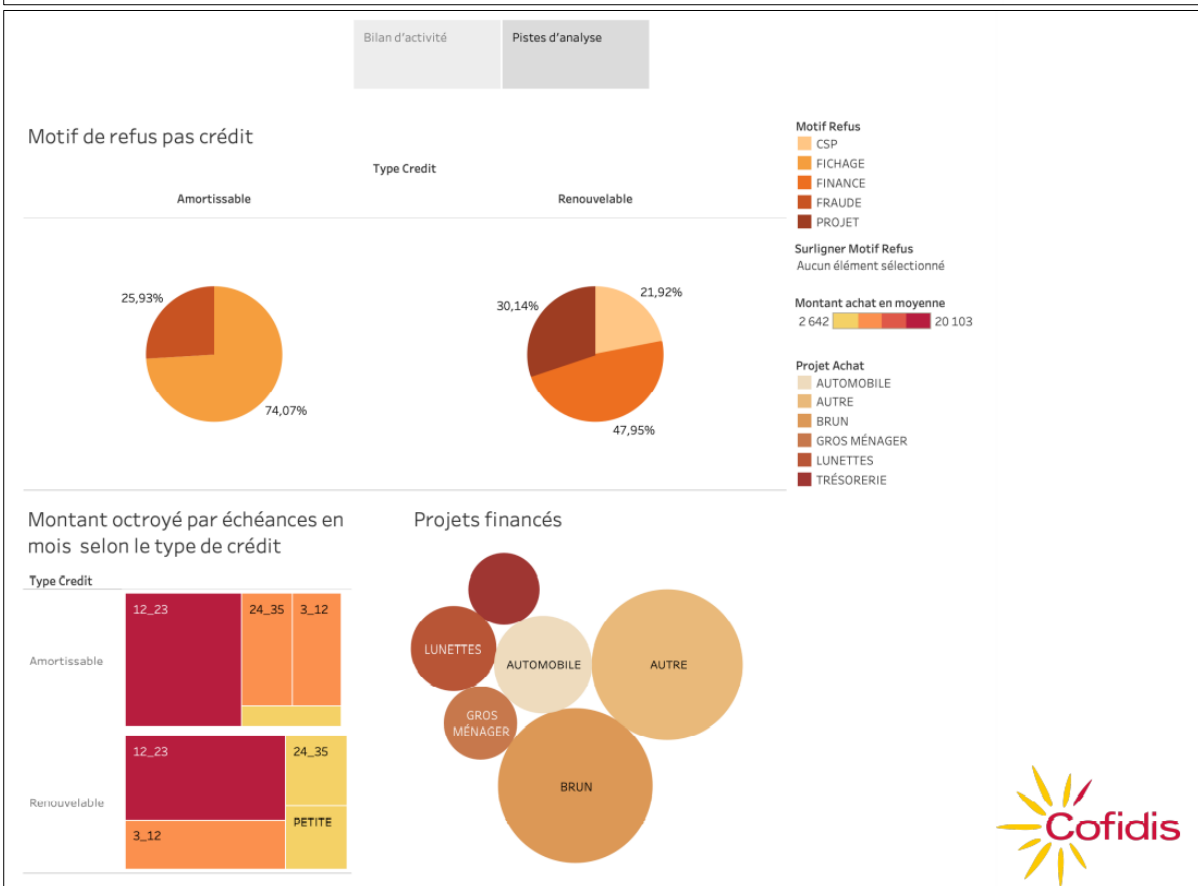
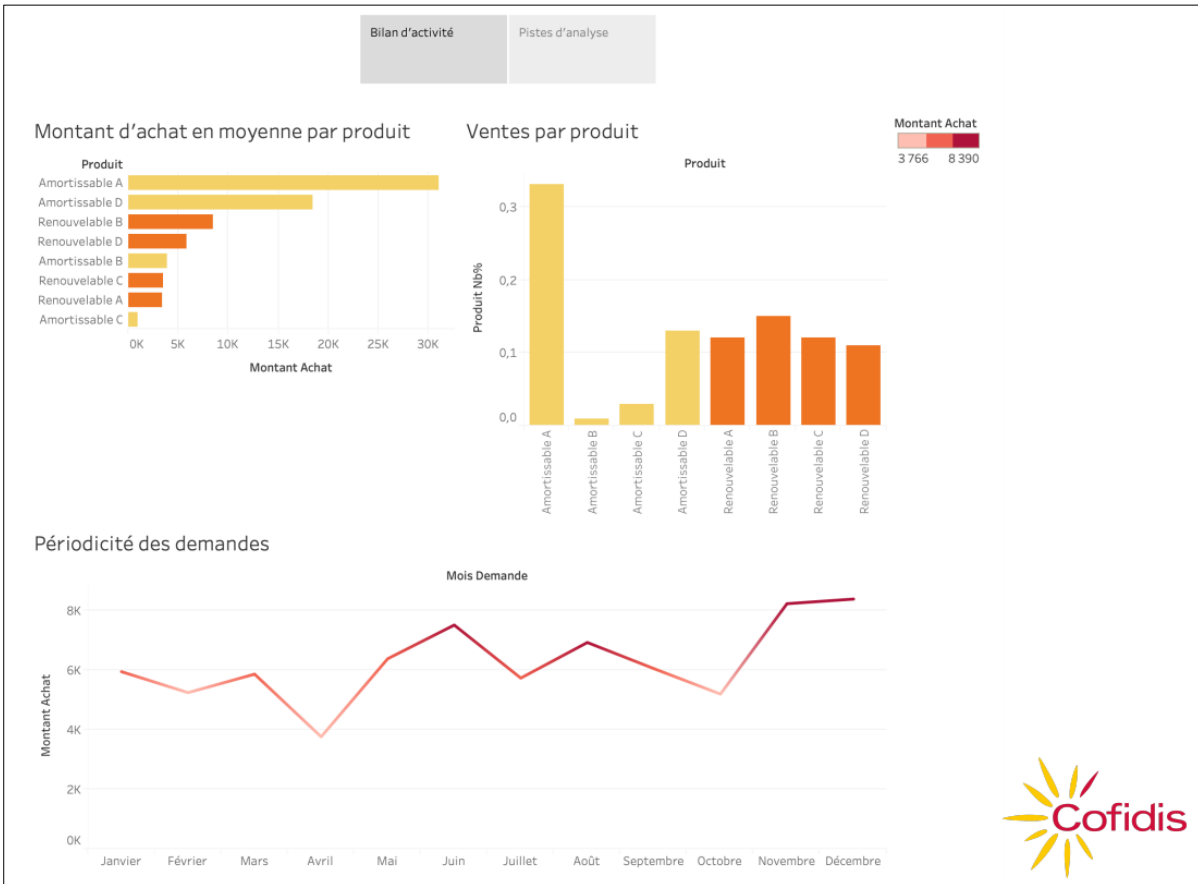
1<sup>st</sup> place - Clément FAUSSURIER & Oussama OUZIN



2<sup>nd</sup> place - Ryan TUROLLA & Clélia BRASSARD



# 3<sup>rd</sup> place - Anthony BAHOUNOI



### About Cofidis

*With 2 million customers and 350 partner chains, Cofidis has been one of the leading consumer credit organizations in France for over 30 years (dealing with credit and personal loans, payment solutions, insurance, debt buyback and partnerships). A company strongly committed to supporting its customers, Cofidis relies on personalised advice, innovative tools and services and credit knowledge to make the consumer more informed and responsible regarding budget. Cofidis also contributes to the commercial dynamism of retail chains and e-commerce sites with the widest range of payment solutions on the market. Supporting its partners in the development of their business is at the heart of its concerns. With its positioning focused on customer satisfaction, Cofidis provides fast, omnichannel payment solutions that are perfectly integrated into the purchasing process.*

<http://www.cofidis.fr>

### About IÉSEG School of Management

*Established in 1964, IÉSEG School of Management is one of the top business schools in France. As a French Grande École and member of the Conférence des Grandes Écoles, IÉSEG is one of the most prestigious higher education institutions in the country. It has also been awarded the triple crown of international accreditations: AACSB, AMBA, and EQUIS. The School currently has 6,100 students at its two campuses; the historic campus in Lille and at Paris La Défense. Bachelor, Master of Science and Postgraduate Programs at IÉSEG are taught in English. IÉSEG collaborates closely with Europe's largest fundamental scientific agency, the French National Centre for Scientific Research (CNRS). 77% of IÉSEG's permanent faculty is international, and the school has a network of more than 300 partner universities in 75 countries.*

[www.ieseg.fr](http://www.ieseg.fr)

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