

Press release – January 10, 2022

IÉSEG launches the 2nd edition of the IÉSEG DATAVIZ CHALLENGE in partnership with Cofidis



After the success of the first edition of the DATAVIZ Challenge in 2021 (62 students working on their own or in pairs, proposed more than 42 projects), IÉSEG, in partnership with Cofidis, launches, in January 2022, the second edition of the IÉSEG DATAVIZ Challenge, the challenge in data visualization. Open to all students enrolled in a higher education institution in Europe, [the IÉSEG DATAVIZ Challenge](#) will allow participants to grasp a major challenge of the banking sector. After having worked in 2021 on data of the business manager, the theme of the challenge 2022 is “**the daily data of risk analysts**”.

Indeed, as **Nicolas WALLAERT, General Manager of Cofidis France**, explains: “*within the bank, risk analysts are in charge of analyzing files in order to minimize the risk incurred by the company. This analysis is important as it allows us to control our cost of risk and therefore limit its impact on our income statement. To do this, the analysts receive dozens of pieces of information every day. How can we present this information in a concise, efficient and pleasant way to make their work easier?*”

Based on the (anonymous) data provided by Cofidis, **the students will be able to let their creativity speak to translate visually all the data by using the Data Visualization software of their choice.** To convince the jury, the students will have to propose a synthetic dashboard (one page), along with an annex of 300 words maximum explaining their choices. A jury composed of 3 professors of IÉSEG, specialized in Data Science and Banking, will analyze first the projects depending on the relevance of the choices, the creativity, the graphism and the legibility. The 10 projects selected will then be reviewed by a panel of experts in data from Cofidis France and members of the International Data community of Cofidis Group. These experts will evaluate the professionalism and the feasibility of each proposal and will choose the winners of the IÉSEG DATAVIZ Challenge.

“*Data has become a key issue for companies in all sectors,*” explains **Jérémie BERTRAND, professor of Finance and academic director of the “Financial Institutions: Risk, Compliance and Data Analytics” Master’s program in apprenticeship at IÉSEG.** “*Data visualization is becoming more and more important because it makes it easier to understand and identify trends, patterns... in a sector or an organization. Above all, the IÉSEG DATAVIZ Challenge presents a unique opportunity for students to apply practices they have studied during their studies by working on a problem and real databases, and to propose ideas that could be implemented by Cofidis later on.*”

Nicolas Wallaert added: “*We were impressed by the quality and creativity of the students’ work during the first DATAVIZ Challenge. We were inspired by the dashboards proposed by the winners to improve the data processing of our sales managers. This partnership with IÉSEG allows us to continue*

to innovate and to open up to new ideas and new ways of doing things, while sharing our expertise in the use of Data, one of our Group's main businesses.”

The awards will be presented in April 2022 by Jean-Philippe AMMEUX, Dean of IÉSEG, and Nicolas WALLAERT, during a thematic conference on the theme “What are the limits of Data today?”. Among the awards for this second edition, a day of immersion within the company, recruitment interviews to try to land an opportunity (internship, apprenticeship...) within the Group, participation in one of the Cofidis Data Group Committees or even a day on the Cofidis caravan of the next Tour de France cycling race.

Discover here the [Internet website of the IÉSEG DATAVIZ CHALLENGE](#).

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

Founded in 1964 in Lille (France), IÉSEG School of Management is a member of the ‘Université Catholique de Lille’ and the ‘Conférence des Grandes Écoles’. IÉSEG features among the top international management schools and has been awarded the triple crown of international accreditations: AACSB, AMBA, and EQUIS.

With a mission to empower changemakers for a better society, the School offers its 7,000 students, across its two campuses in Lille and Paris-La Défense, a wide variety of programs: Bachelor, Grande École Program, Master’s of Science, MBAs and Executive degree programs, as well as customized executive education program for companies.

IÉSEG draws on the expertise of a high-level international faculty. The 175 permanent professors representing 48 different nationalities all hold a doctorate or a PhD. IÉSEG also has a network of 323 partner universities in 76 countries. Finally, its research center (IÉSEG Research) is an essential component of a CNRS (the French National Centre for Scientific Research) joint research unit, the LEM (Lille Économie Management – UMR CNRS 9221), which brings together over 150 researchers.

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