Challenge General Description

Bold Commerce has an interest in gaining a deeper understanding of the competitive landscape. Bold would like to have an active awareness of how their products are positioned relative to competitors. Bold must understand how to position their products for success in an evolving marketplace and the company would like to achieve this by using a data-driven approach.

Using one month of historical data, Bold would like to understand how different factors affect how apps are ranked when sorted by “Most relevant”. Bold would like to have a means of maintaining awareness of the current rankings of their apps across different categories within the marketplace and when searched using various search terms.

Prizes:

**Grand prize**: $300* + Bold swag  
**First Runner up**: $125* + Bold swag  
**Second runner up**: $75* + Bold swag

*Per team, Prepaid credit cards or amazon gift cards

Resources:

- 5 weeks of historical data captured daily. This data includes category rankings, app review content and ratings, app descriptions, app details, and other data.
- Information about the subject matter and problem space will also be provided.
- Access to the Bold Commerce Data & Research team throughout the challenge to help you understand the need and get feedback.

Criteria for success

- Did outcomes include actionable insights for Bold Commerce?  
- Is the solution reproducible and scalable?  
- Did you or your team demonstrate efforts to gain a deeper understanding of the need?  
- Did you or your team demonstrate active communication with the Bold Commerce Data Team?
About Bold Commerce

Named one of Canada’s fastest-growing tech companies by Deloitte, Bold Commerce is a leading app provider for one of the largest eCommerce platforms in the world, and now delivers enhanced functionality and flexibility on multiple eCommerce platforms for retailers of all sizes. The Obama Foundation, DJ Khaled and Staples Canada are among the list of 90,000+ brands in over 170 countries around the world that trust Bold’s suite of eCommerce tools to power their online stores every day.