RECRUIT

Recruit becomes the first Japanese company to collaborate with Kaggle, the world's largest community of data scientists, to hold a data prediction competition "RECRUIT Challenge – Coupon Purchase Prediction"

Tokyo, Japan -- July 16, 2015 Recruit Institute of Technology (RIT), an artificial intelligence (AI) research laboratory of Recruit Holdings Co., Ltd. (Recruit; Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi), will be the first Japanese company to collaborate with Kaggle (https://www.kaggle.com), the world's largest community of data scientists, to hold a data prediction competition "RECRUIT Challenge – Coupon Purchase Prediction."

1. Purpose of the competition and overview of Kaggle

Kaggle is the world's largest community of data scientists and holds competitions in which over 300,000 Kaggle community data scientists and researchers from 194 countries compete for the optimal model using data provided by companies and researchers. The community consists of scientists in a wide variety of fields, such as physics, biology, chemistry, economics, finance, mathematics, statistics, and computer science. Over 2,500 people participate every day in competitions held on Kaggle. In addition, over 200 postings including new analysis techniques and algorithms as well as tips for analysis are made on the community's forum on a daily basis, providing opportunities for data scientists to learn new skills and gain knowledge.

Recruit launched the renewed RIT on April 1, 2015 as an AI research center with the aim of pursuing global-scale AI research to realize the No. 1 matching service that links industry and consumers and helps each and every consumer to take positive actions. As part of this effort, Recruit will provide matching services focusing on data prediction, together with Kaggle's more than 300,000 global data scientists. As a first step, Recruit will hold a competition for 2.5 months from today until September 30, 2015 on the theme of customers' coupon purchase predictions for "Ponpare," a website offering discount tickets for group purchase operated by Recruit Lifestyle Co., Ltd.

Inquiries:
http://www.recruit-rgf.com/support/

2. Overview of "RECRUIT Challenge"

How to Participate	Please access the following RECRUIT Challenge website to participate in the competition:http://challenge.recruit.ai/
Participants	In principle, anyone is eligible to participate. (For more details about the eligibility requirements, please refer to the participation guidelines provided on the Kaggle website. https://www.kaggle.com/c/coupon-purchase-prediction/rules)
Competition period and participation timing	You may participate anytime between Thursday, 1 : 00 July 16 and Wednesday, 23:59 September 30, 2015 in UTC.
Theme	Participants will predict coupon purchases during a designated period (one week) based on the past purchase data (approximately one year) of "Ponpare" (http://ponpare.jp/; Japanese).
Evaluation methods and competition ranking	Please refer to evaluation items provided on Kaggle (https://www.kaggle.com/c/coupon-purchase-prediction/details/evaluation). The evaluation results will be reflected in a timely manner on Kaggle's leaderboard (https://www.kaggle.com/c/coupon-purchase-prediction/leaderboard). The final ranking will be determined after the competition period after checking eligibility for participation and taking into account the ranking posted on the leaderboard .
Prizes	1st place: \$30,000; 2nd place: \$15,000; 3rd place: \$5,000 *Prizes will be paid by Kaggle in USD. For more details on payment methods, please access: https://www.kaggle.com/c/coupon-purchase-prediction/rules
Special offers for students	In addition to the above prizes, special offers are available for students. For more details, please access RECRUIT Challenge for student website (http://challenge.recruit.ai/studentAward.html; Japanese).
Other	Recruit will hold interviews with top performers.
Inquiries about the competition	https://www.kaggle.com/c/coupon-purchase-prediction/forums

About Recruit Holdings
Founded in 1960, Recruit Holdings is a leading information services and human resources company in Japan. Through a wide range of services, Recruit is focused on variety of areas, including employment, education, housing, marriage, travel, restaurants, beauty, cars, hobbies, and lifestyles. Recruit has more than 30,000 employees and operates in Asia and North America. Its holdings include Indeed, the world's largest job site. For more information visit http://www.recruit-rgf.com/

Through a wide range of services, Recruit Holdings is delivering new discoveries and opportunities to users with information in such fields as employment, education, housing, marriage, child care, travel, cars, hobbies, and lifestyles.
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