

Beyond the Charts Business Analytics Case Competition

MMCL Cup 2025

PARTICIPANTS' ELIGIBILITY AND REGISTRATION

Participants

- Only one team from senior high schools can join.
- The team shall be comprised of three members and one substitute. The students must be enrolled in the School Year 2025-2026.
- Teams are encouraged to include members with both technical and business knowledge
- This competition is open to students with varying levels of proficiency, ranging from beginner to advanced.

Registration

- Registration is REQUIRED. Registration forms can be accessed via <https://bit.ly/BeyondTheChartsRegForm> and shall be submitted through <https://bit.ly/MapuaMCLCup2025SubBin> together with the student's school ID.
- Each member of the team must NOT be a contestant in other academic contests of the MCL Cup 2025
- Each team needs to have a faculty advisor from their home institution.
- The deadline for registration is on **October 17, 2025**. Incomplete or late registration is a ground for disqualification.

SPECIFIC CONTEST GUIDELINES

AIMS AND SCOPE

- The competition aims to empower senior high school students with practical skills in data analysis, critical thinking, and problem-solving, preparing them for future academic and professional endeavors in fields such as business, technology, and analytics.

COVERAGE

- Students will need to address a business case problem. During the competition, each team will be given a business case and will get access to the competition dataset.
- The teams must have to race against time to understand the case, identify possible business problems and pain-points, and finally propose a recommendation supported by sound quantitative analysis to our panel of judges.
- Prior experience is not a requirement for participants. While familiarity with data analysis, manipulation, visualization, and programming could be advantageous, it is not mandatory.

- Additionally, the organizers will host a briefing session to provide further guidance, so stay tuned for updates!

BUSINESS CASE

- The case will be distributed during the actual day of the competition. All case information, materials, communication, and submissions will be managed using a centralized drive.
- Each team will be assigned to a computer in the laboratory.
- After the case is distributed, teams will be given five minutes to review the case and datasets and a one-time opportunity to ask questions.
- For data analysis, teams will be using Microsoft Excel. Each team will have the same version of the software.
- Browsing the Internet is prohibited. All computers will have no access to the internet.
- Once the case is distributed, teams cannot solicit assistance from anyone who is not on the team except with their adviser.
- Only the students will have full control in using the computer, the adviser on the other hand will only observe and provide guidance if needed.
- The focus will be on descriptive analytics and storytelling. Teams are challenged to craft a compelling story that can be self-explanatory in PowerPoint format.
- Teams will be given three hours to analyze the business case, conduct data analysis, and prepare for their presentation.

PRESENTATION

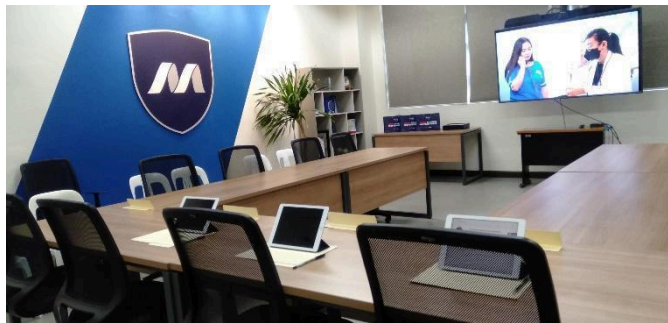
- Each team will prepare a PowerPoint report of their analysis and answers to the business questions in the challenge using Microsoft PowerPoint. Each team will have the same version of the software.
- Teams are free to design their presentation in creative and innovative ways (e.g., dashboard, interactive, graphs and charts, etc.).
- Teams must prepare a 10-minute presentation with five to ten slides maximum.
- Presentations should be no longer than 10 minutes.
- Each member of the team is required to present, although the amount of time per speaker may vary.

JUDGING

- The judges will act as a group of top managers and/or directors. The judges are familiar with the data analytics space and the problems identified in the case. Therefore, the case facts do not need to be repeated. Define and analyze the problem and present a justified plan of action with recommendations.
- A judging rubric will be used when scoring the presentations.
- All teams will have 10 minutes for their presentations to the judges, followed by 5 minutes of Q&A and 5 minutes of feedback.
- There will be a timekeeper in each room. Timekeepers also ensure that rules are followed by team members and judges.

CRITERIA FOR JUDGING	
CATEGORIES	PERCENTAGE
Quality of Analysis Scope and depth of analysis. Ability to draw valid conclusions from case data.	35%
Quality of Recommendations Scope and viability of recommendations as it relates to analysis. Anticipated impact on the organization. Backed up recommendations with documentation.	30%
Quality of Presentation Logical sequence of presentation. All members participated. Representation of the case.	25%
Quality of Delivery Understand and respond to questions appropriately. Demonstrate forethought and preparation for questions.	10%
TOTAL	100%

FACILITY
COMPUTER LABORATORY   
ACCREDITATION ROOM



AWARDS AND PRIZES

The Top 3 schools will get a corresponding point to vie for the Overall Winners of MMCL Cup 2025.

CONTACT INFORMATION

For inquiries about the event, please contact:

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