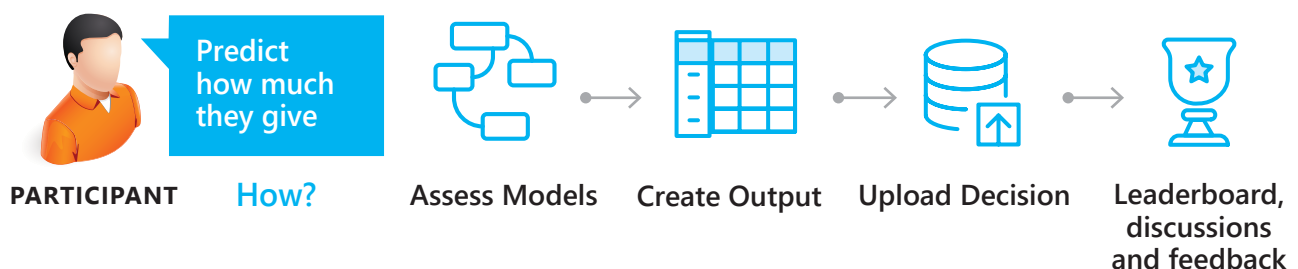


# A New Gamified Approach to Teach Predictive Analytics

## How to Play the Game?

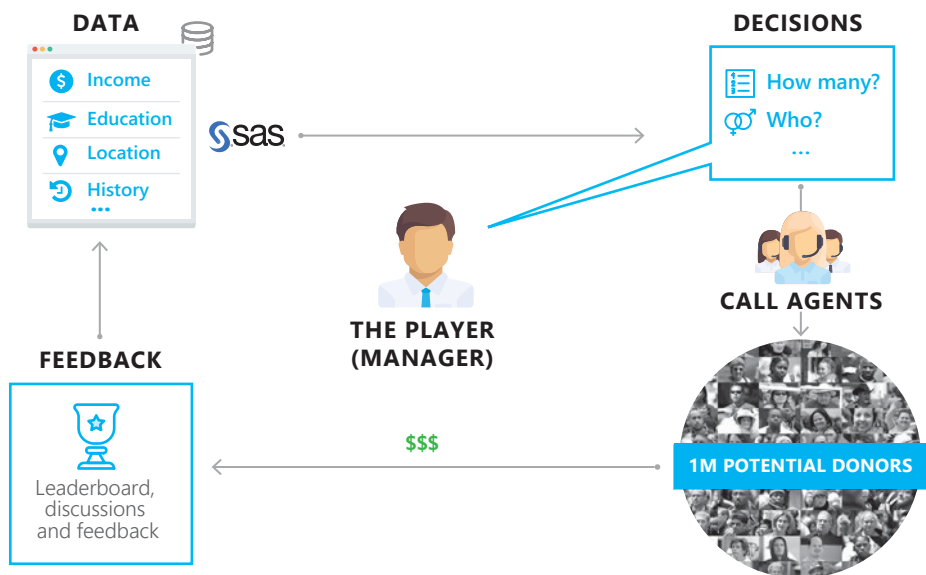
Cortex is designed to help participants apply and consolidate different data analytics concepts in a realistic setting. In the first available scenario, participants must target potential donors to maximize the donations to their foundation. The simulation game provides pedagogical flexibility and is adaptable to varying levels of statistical knowledge and competency.



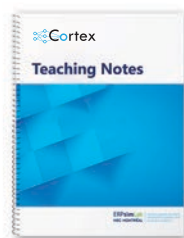
# Flipped Analytics for Learning Data Science

## Fundraising Scenario

**GOAL:**  
Maximize the  
net raised funds



## Instructional Material



Teaching Notes



Game Instructions



Instructional Videos