NTT DOCOMO Awarded World First Place in the "KDD Cup 2019" - the World's Leading Data Analysis Competition

On August 4, 2019, Keiichi Ochiai of Research Laboratories, and Akihiro Kawana, Tsukasa Demizu, Shin Ishiguro of the Service Innovation Department, and Shohei Maruyama of the Radio Access Network Development Department of NTT DOCOMO were awarded first place in the world in the KDD CUP 2019 data analysis competition.

The KDD CUP is a data analysis competition hosted by the Association for Computing Machinery (ACM) Special Interest Group on Knowledge Discovery and Data Mining (SIGKDD), and is held at the International Conference on Knowledge Discovery and Data Mining (KDD). It is the world's oldest and leading data analysis competition, having a history stretching back to 1997, a time when the words "big data" and "data scientist" didn't exist.

This year's competition was divided into four categories. The category in which we won the first place entailed setting a research question and divising its solution using big data containing search routes of transit guidance functions for domestic transport systems in China, and the results of user selections. Differing from the norm, participants set the problem themselves, and were questioned about its significance and the validity of its solutions.

Focusing on the air pollution problem in China, the characteristics of the transportation systems of the data provided, and the expansion of the bike share market, we devised a method to select environmentally friendly transportation means, for example bicycles, while minimizing increases in travel time, which led to our winning the first place.

On a daily basis, NTT DOCOMO has been working on setting and solving business issues making effective use of big data in collaboration with its partner companies. We believe this led to the result. Going forward, we will continue to advance initiatives to expand business using big data and solve social issues.

(From left) Ochiai, Demizu