For the past three years I have mentored teams of undergraduate students in data analytics competitions as part of my participation as a faculty member in PIC Math (an MAA program). The competitions are month long student-focused analytics events inviting participants to explore real-world data while enhancing their skills. Students go through the process of cleaning data, visualizing and analyzing data, and then presenting results as a data story at a culminating competition. The beauty of these competitions is that the student teams own the problems and their data solutions. They are invested in acquiring technology skills that will allow them to chase their creative brainstorming to arrive at a solution to the problem. As the faculty mentor, I provide assistant in helping them learn the technology or mathematics needed but I don’t prescribe the solution approach. The approach comes from student experiences in math/stats courses and external resources and ideas. This talk will share my experience in creating a novel type of a PIC classroom where, "I’ve learned more in this experience than I did in all of my math/stats coursework," shows up on the evaluation of the experience. (Received September 27, 2017)