≡   Data and Text Mining   ✉   💬   🔔   **KC**

Assignments › View Feedback

Feedback for Assignment-1

Submission Feedback

Overall Feedback

Section	Comments	Marks Obtained	Comment
Executive Summary	The business case on hand, its relevance and the future goal must be written in clear words.	4/5	Future goal is missing.
Objective	Objective involves the technical understanding and the outcomes.	4/5	Technical description and reason behind K-men clustering is missing. Why Clustering: there is no key feature which can become Target, so nothing to predict.
Data Analysis and Observations	The objective for using Online retail dataset must be clear. Key observations about the data must be made. The size of the data and its nature must be written in clear words.	12/15	How did you select columns? Use chi square method. Very few data observations mentioned. Nature of data is continuous. Please explain analysis of data.
Methodology	The steps to perform the entire experiment must be written.	4/5	Data/ feature selection part missed to explain.
Customer and Product Feature Selection	Which method has been followed to design the additional feature for both clusters? A clear description about the additional feature and its relevance.	9/10	Description of new feature is missing. Need to Explain "*PERCENTAGE_BASKETS_WEEKEND*"- what make this feature useful from normal basket size.
Outlier removal & Normalization	How is the normalization carried out? What scale have been selected for that? Why is normalization needed ? Did you normalize? If yes, how?	7/10	Normalization explanation is missing only code was found – why, what scale, and how you did. Have you check negative data present or not?
Cluster Analysis	How are the no. of clusters for both – customer & products selected? What is the optimal no. of clusters. Attach screenshot of the code and see its correctness.	10/10	Nice work on Fviz graph, it gives more clarity on clusters.

	How many iterations? Is the final clusters visualized?		
Customer Profiling	The final profile of the customer. The segmentation and recommendation to the client.	13/15	Use center of the clusters to create profiles. Good profiling work. Which method used for profiling? Cluster-4 profiling is bit off. There basket size is big in weekend, but number of visits are very few so "*Their purchase during weekends more*" → wrong. Need more information to come up to the conclusion. It may possible that some people came on vacation and visited store. Mention list of top product used by customer.
Product Profiling	The final profile of the product. The segmentation and recommendation to the client.	12/15	Which method used for profiling? Please, sort the graph before adding in the report. Product number should be 1,2,3,4,5 not 5,1,4,3,2. It's confusing for reader. Don't add question in recommendation. "*Continue to monitor*" for what, please explain properly. Please use actual items name from the data like cluster-1 contain banana, avocado 0 this will give better insight.
Report Formatting	Appropriate references and citation must be given. All the figures must be labelled and the code must be attached in Appendix. Check for plagiarism.	7/10	Reference, citation, table/figure number missing

Marked by:

Name – Mitkumar Patel

Email – mitbpatel0128@gmail.com

Overall comment – Report was good, could be better.

Score

82 %

Feedback Date

Feb 13, 2023 9:42 PM

Folder

Assignment-1

Submission ID	Submission(s)	Date Submitted ▼
970105	📑📄 MCDA_5580_Assignment_1.pdf (3.72 MB) Team Member Hemalatha Srinivasan A00452621	Feb 1, 2023 9:33 PM

| Ajay Jain | A00455849 |
| Kin Wa, Chan | A00467755 |

Done