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| **Sections** | **Comments** | **Marks Obtained** | **Comment** |
| Executive Summary. | It should describe the problem on hand. The client should be able to understand the problem, execution, and the result without much technical information.    There should be some description about the data and methodology adopted. | 5/05 | Good |
| 4/05 | Data transpose is not explained. |
| Association Mining at User level | 1. Plot a relative frequency graph to check for the most frequent milestones by the user and describe it.    2. Execute the Apriori algorithm and generate rules. Explain the rules. Explain the support & confidence of the rules generated.    3. Sort the rules based on Lift.  Explain the analysis and the most prominent associations. | 9/10 | Graph found but frequency graph wasn't interpreted. |
| 8/10 | Definition of Support and confidence are missing. |
| 9/10 | Lift is not discussed |
| User level findings & observations. | Appropriate findings and observations must be mentioned. | 8/10 | Rule analysis theory and discovery is missing. Remove redundant rules. |
| Association Mining at session level. | 1. Plot a relative frequency graph to check for the most frequent milestones by the user and describe it.    2. Execute the Apriori algorithm and generate rules. Explain the rules. Explain the support & confidence of the rules generated.    3. Sort the rules based on Lift.  Explain the analysis and the most prominent associations. | 9/10 | Graph found but frequency graph wasn't interpreted. |
| 9/10 | You are supposed to pick one rule and interpret it with its support, confidence |
| 9/10 | Lift is not discussed |
| Session level findings & observations. | Appropriate findings and observations must be mentioned. | 8/10 | How had you handled date and id columns? Remove redundant rules theory and implementation are missing. |
| Report writing | Appropriate references and citation must be given.    All the figures must be labelled, and the code must be attached in Appendix.    Check for plagiarism. | 10/10 | Good |