



Final Project Grade Sheet

Business Understanding (15 points)

- Identify and motivate the business problem that you will address. Creativity? Precise statement of problem?

Data Understanding (15 points)

- Identify and describe the data (and data sources) that will support data mining to address the business problem. Include those aspects of the data that we routinely talk about in class and/or in the homework assignments.

Data Preparation (15 points)

- Specify how you will integrate these data to produce the format required for data mining.

Modeling (15 points)

- Specify the type of model built.
- Discuss your choices for data mining algorithm: what are alternatives, and what are the pros and cons.
- Discuss why and how this model should “solve” the business problem (i.e., improve along some dimension of interest to the firm).

Evaluation (15 points)

- Discuss how the result of the data mining is/should be evaluated. How should a business case be developed to project expected improvement? ROI? If this is impossible/very difficult, why and is there a viable alternative?

Deployment (10 points)

- Discuss how the result of the data mining will be deployed.
- Discuss any issues the firm should be aware of regarding deployment.
- Are there important ethical considerations?
- Identify the risks associated with your proposed plan and how you would mitigate them

Overall (15 points)

- Presentation, communication.