

A group of four people are sitting in a circle in a modern office or meeting room with large windows in the background. A young Black man with a short afro is speaking and gesturing with his hands. A woman with long brown hair is listening intently, holding a pen and a notepad. A blonde woman is seen from the back, and a man with dark hair is also seen from the back. The text "GROUP PROJECT" is overlaid in the center.

GROUP PROJECT

OBJECTIVE OF THE GROUP PROJECT

- **Demonstrate your** proficiency of data mining techniques through their work on the term project by using real world business data. Projects must be submitted according to the specifications provided by the instructor on the due date. When forming your teams, keep the following in mind:
 - Students should self-organize into teams, and each team should have a similar number of students (2-3 students) –a one-pizza team. To ensure that each team is of similar sizes, I may ask that some students to switch from one team to another but I will try to minimize this.
 - Each team should nominate one contact person for the instructor (team leader)
 - Teams should be formed no later than **July 31st, 2023**. At that time, the team lead should submit their team roster to the instructor. The email should contain the names and emails of the group members. Members of the team should be cc'ed in the email.
 - If you cannot organize into teams by yourself, you will be assigned to one by the instructor, and you may not ask to change your team. There will be penalties for changing teams after the roster is sent to the instructor (10% deduction for all group effort assignments for the student who changed teams). I will assign groups on August 1st.

OBJECTIVE OF THE GROUP PROJECT

- **PLEASE NOTE:** While generally all members of a team receive the same points for team assignments, we cannot allow non-performing students to free ride on the teammates. Therefore, there are peer evaluations at the end of the semester. Peer evaluations must be submitted on the last day of class 5pm EDT before the presentation and will not be accepted beyond 12 hours.
- Each evaluation is to be on a 0-100 point scale. If you give evaluation score lower than 80 points, please provide a detailed explanation. For example, when and where a student was absent from meetings. If there are consensus and proof that a team member is not contributing, his or her grades on the project WILL be reduced proportionally, and therefore be different from the rest of the team. I strongly encourage that you incorporate such stipulations, or specific penalties, into your team contract.

PROJECT PART#1 THE PITCH

- Your team is looking to pitch a new idea/concept/company and are looking for funding. Think of this as Dragon's Den or Shark Tank, but with data. Your job is to make the pitch for your idea.
- Deliverables: Create and present a pitch deck. The deck must include
 - Team Name and members
 - Background of your colleagues
 - What are they bringing to the table
 - Audience for your pitch
 - Who are they
 - Why should they care?
 - What data are your going to be mining to prove your pitch?
 - Note that this must be a quantitative and a qualitative dataset, and validated that the data is available

PROJECT PART#2: BUSINESS PLAN

- You've settled on an idea. What is the business impact of your new idea/concept/company. Your job is to contextualize to prove or disprove your idea
- Deliverables:
 1. Create and present a data validation deck with supporting code document. You will be limited to 1,000 records The deck must include:
 - What your hypothesis was
 - Data outputs and metrics that prove or disprove your model
 - Must use a minimum 3 different methodologies of classification and clustering
 - Data visualizations that create the narrative supporting your case
 2. The dataset (csv) – this will be limited to 1,000 records
 3. The code – paste into MS Word please and note out each step of what you're looking to accomplish in each section

FINAL PRESENTATIONS

- Format:

1. Two hard copies for the Professor of all the slides
2. The electronic copy formatted in Powerpoint emailed to the professor at Lawrence.cohen@baruch.cuny.edu
 1. Do not send Canva, PDFs
3. **Your Jupyter Notebook** along with the MS Word doc of your pasted code
4. Each team will have 10 minutes presentation and a 5 minute Q&A session
5. Each team will submit their assessment of their colleagues after class due by 11pm.



GRADING RUBRIC (WHAT I'M LOOKING FOR ON THE FINAL PROJECT)

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| 1. Quality of idea: | 10% |
| 2. Your Python Code: | 25% |
| 3. Adherence to the project parameters: | 20% |
| 4. Cohesiveness of the Business Plan | 20% |
| 5. Presentation: | 25% |