	Assessment:	Project Milestone 5
	Subject:	Business Intelligence 381
	Total:	40

## Project Milestone 5

### Introduction

This project will investigate data mining of demographic data to create one or more classification models capable of accurately identifying individuals who qualify for a specific service offering. The details of the project requirements are described in the **Project Outline** document. The project outline underscores the use of CRISP-DM as a structured approach to guide you through the data science project, emphasizing its importance in the context of real-world data analysis and modelling.

### Outline

The project is divided into seven (7) milestones, where at each stage some deliverables are to be produced in terms of a series of reports that describe the project plan, the work carried out during the iterative process of data preparation, modelling, evaluation, and deployment.

The CRISP-DM methodology breaks down a data mining project life cycle into six phases with each phase consisting of many secondary tasks. This milestone addresses the *Evaluation Phase* of CRISP-DM.

### Evaluation

Evaluation is the fifth phase of the CRISP-DM methodology and follows the modelling phase. The objective of this phase is to look more broadly at how the chosen model best meets the business objectives and justify why this model is appropriate to use. Unlike the Assess Model task of the Modelling phase which focuses on technical model assessment, the Evaluation phase does not just focus on the models you built but also the process that you used to create them, and their potential for practical use.

### Tasks

This milestone consists of the following tasks that should be submitted as an assignment on given due date.

#### Evaluate Results


- Assess the results in relation to business goals.
- Approve model(s) that meet the business success criteria.

#### Review the Process

- Review the entire process from Phase 1 to determine if all steps were properly executed.
- Report any issues that were missed or overlooked and need to be repeated.
- Summarize findings, including quality assurance issues and correct anything if needed.
- Consider ways that you might improve your process for future projects.

#### Determine the Next Steps

- List all possible actions after this phase (with reasons for and against)

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- Decide how to proceed with the project (deploy, further iterate, or abandon and re-start another project)

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### Deliverables:

- Evaluation Report (in PDF or document format).

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### Grading Criteria:

Criteria	Weight
Assessment of Results	10
Approved Model(s)	10
Process Review	10
Next Steps	10
<b>TOTAL</b>	<b>40</b>

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### Additional Information

- This is a group assignment. Please continue with your project groups. Remember that a group must have at least 2 members but may not exceed four people.
- All work must be original. Copying another group's work will not be tolerated.
- Includes names of all group members on the Cover Page.
- Submit your project electronically on Moodle (BC Connect) before the due date.
- All writing must be correctly cited and referenced.
- **Plagiarism is a serious offence.** Belgium Campus uses software that can scan for plagiarism and a student caught doing this will get 0 for this assignment.
- No mark will be awarded if the assignment is not uploaded via BC Connect.
- Late assignments will not be accepted; missing the deadline is an automatic 0.