[Assessment](https://lms.latrobe.edu.au/course/view.php?id=121699&section=2)

#### Assessment Overview

* + [Assessment Discussion Forum](https://lms.latrobe.edu.au/mod/forum/view.php?id=5618181)

Questions relating to assessments can be posted here. Please note: Quiz questions and answers **should not be posted on the forums.**

#### **Your assessment instructions and submission areas are available in this section below. Scroll down for information on assessment policies and procedures.**

| Assessments | Description | Weighting | Week Date |
| --- | --- | --- | --- |
| **Assessment 1** | Case study based development application and evaluation of predictive models (1000-word equivalent) | 25% | Week 7 |
| **Assessment 2** | Case study based development of a business model and demonstration of association rules as supporting techniques for predictive analytics (1000-word equivalent) | 25% | Week 12 |
| **Final Exam** | Final examination consisting of short and essay type questions | 50% | Exams Period |

* **Referencing Style**
* The referencing style for this subject is [APA6](https://www.lib.latrobe.edu.au/referencing-tool/apa-6).

#### Australian Eastern Standard Time - What time is it now?

* Assessment submission times and dates are based on Melbourne local time as shown below. You can use this clock to confirm the time on which your due times are set against:

### Assessment 1 Title

Each customer is significant to the business. by clustering customers into groups, we can customise the products to fit interests and habits of customers. In this assignment, you will work with the file ***marketing\_campaign.csv*** and use Weka to perform clustering on the data.

|  |  |
| --- | --- |
| **Due** | 11:59 PM (AEST/AEDT), Sunday 11/09/2022 (Week 7) |
| **Mark** | 25 % |
| **Feedback** | Written feedback will be available within 3 weeks of the due date. |
| **Submit** | Submit via the submission area below. |

* + [[](https://lms.latrobe.edu.au/mod/resource/view.php?id=5798722)Assessment 1 descriptionFile](https://lms.latrobe.edu.au/mod/resource/view.php?id=5798722)
  + [[](https://lms.latrobe.edu.au/mod/resource/view.php?id=5798723)Assessment 1 data file (Updated 08/09)](https://lms.latrobe.edu.au/mod/resource/view.php?id=5798723)
  + [Assessment 1 Instructions (Submit Here)Assignment](https://lms.latrobe.edu.au/mod/assign/view.php?id=5618185)

### Assessment 2 Title

In this assignment, you will work on an automotive dataset using R language to perform data modelling.

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| --- | --- |
| **Due** | 11:59 PM (AEST/AEDT), Sunday 16/10/2022 (Week 12) |
| **Mark** | 25 % |
| **Feedback** | Written feedback will be available within 3 weeks of the due date. |
| **Submit** | Submit via the submission area below. |

* + [[](https://lms.latrobe.edu.au/mod/resource/view.php?id=5847006)A2 descriptionFile](https://lms.latrobe.edu.au/mod/resource/view.php?id=5847006)
  + [Assessment 2 Instructions (Submit Here)Assignment](https://lms.latrobe.edu.au/mod/assign/view.php?id=5618188)

### Assessment Policy and Process

* [Request an extension hereURL](https://lms.latrobe.edu.au/mod/url/view.php?id=5618193)

Extension requests will only be considered if they are submitted up to 3 days prior to the due date for an assessment task and the task is worth more than 15% for the subject.

* [Request special consideration hereURL](https://lms.latrobe.edu.au/mod/url/view.php?id=5618194)

Note: a [medical impact statement prepared by a professional practitioner](http://www.latrobe.edu.au/special-consideration?a=638237)is now required as supporting evidence for a special consideration request

* [La Trobe University FAQsURL](https://lms.latrobe.edu.au/mod/url/view.php?id=5618195)

The University hosts a Frequently Asked Questions page for current students.

### Other Assessment Resources

* [Academic Referencing Tool (ART)URL](https://lms.latrobe.edu.au/mod/url/view.php?id=5618197)
* [Academic Referencing Modules (ARM)URL](https://lms.latrobe.edu.au/mod/url/view.php?id=5618198)
  + Turnitin submission and information

\* Note: Turnitin is embedded **within** the assignment link. We strongly advise submitting a draft of your assignment at least 24 hours before the due date and time so that you can thoroughly check your Turnitin originality report and revise if necessary.

* + [Turnitin student IT supportURL](https://lms.latrobe.edu.au/mod/url/view.php?id=5618200)
  + [[](https://lms.latrobe.edu.au/mod/resource/view.php?id=5618201)Viewing an originality reportFile](https://lms.latrobe.edu.au/mod/resource/view.php?id=5618201)
  + [[](https://lms.latrobe.edu.au/mod/resource/view.php?id=5618202)Viewing your marked report in TurnitinFile](https://lms.latrobe.edu.au/mod/resource/view.php?id=5618202)