CS3 Rubric – L'oreal Case Study

DS 4002
Due: Refer to Instructor Rubric
Submission format:

- **Upload PDF and link to GitHub repo to Canvas**

General Description: Submit to canvas a link to your case study repository and a hard copy **Data Science Building, Prof. Alonzi's office (Room 344)**

Why am I doing this? This study is an opportunity to use the lessons learned throughout this course as well as your studies in Data Science to complete a unified project. This case study is meant to prepare you for an internship or full-time opportunity where you might be presented with a hands-on scenario, potentially related to a business need, and asked to complete it.

What am I going to do? By this point in the course and your career in the Data Science School, you have accumulated an array of technical skills. You will create a deliverable using those technical skills. This deliverable will include:

- Github repository with code and necessary data
- Conclusion PDF with graphs and references

Tips for success:

- Use the data and code snippets provided.
- Use the Pinterest dashboard provided; *DO NOT* create your own.

How will I know I have Succeeded? You will meet expectations on this Case Study when you follow the criteria in the rubric below.

Spec Category	Spec Details
Formatting	● Conclusion File ○ Submit the conclusion file as a PDF. ● Repository – A GitHub repo (and cloud storage folder if necessary) containing all materials. Title the GitHub as "CS-[first name- last name]. ○ Submit a link to the repo ○ Contents ▪ Data ▪ Rubric ▪ Code ▪ Output ▪ Conclusion Document ○ Use pdf format when possible

	○ For code and data products use the appropriate format for whatever it is ● References ○ Use IEEE citation style and include references as a footnote at the end of the Conclusion File
Conclusion File	<u>Goal</u>: Engage with the study and provide evidence of engagement ● Summarize the case study problem in 2-3 sentences. ● Document your analysis plan and steps you plan to take for this study in 2-3 sentences. ● Discuss any challenges you overcame and any feedback you have for the creator of this case study in 2-3 sentences. ● Discuss what you did well and what you could have done better in 2-3 sentences. ● One page maximum ● PDF format
Code	Your code should include: ● Exploratory data analysis comparing color codes of each dataset. ● A random forest model to test if there is a difference between the two datasets. This model should be tested on the cleaned dataset provided. Use **cooltonee.csv** and **warmtone.csv** in the **DATA** folder. Use sample code from the reference materials as a guide.
Output	● Any graphs produced

Acknowledgements: Special thanks to Jess Taggart from UVA CTE for coaching on making this rubric. This structure is pulled from Streifer & Palmer (2020).