

CS3 Rubric – L’oreal Case Study

DS 4002

Due: Refer to Instructor Rubric

Submission format:

- Upload PDF and link to GitHub repo to Canvas

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	<ul style="list-style-type: none">• Conclusion File<ul style="list-style-type: none">○ 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].”<ul style="list-style-type: none">○ Submit a link to the repo○ Contents<ul style="list-style-type: none">■ 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

	<ul style="list-style-type: none"> ○ Use IEEE citation style and include references as a footnote at the end of the Conclusion File
Conclusion File	<p><u>Goal:</u> Engage with the study and provide evidence of engagement</p> <ul style="list-style-type: none"> ● 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	<p>Your code should include:</p> <ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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 \(2020\)](#).