Group Project

Weightage – 40%

Aim:- To evaluate students' overall understanding of social media data analysis capabilities

Details

- **Team formation :** Teams would constitute of 6 members for the project. The teams would be formed by the professor. The teams would be formed by January 30, 2023. Teams once formed shall not be changed.
- **Project Submission Deadline:** - 11: 59 Pm on Friday 17th March 2023
- **Problem statement:** - Each team will have to select their own problem statement that would utilize either intensive text analytics technique or intensive network analysis technique in their analysis. Teams need to get their problem statement validated by the instructor before commencing work. This needs to be done latest by session 5.
- **Tools:** Students are free to use any tool taught in the course for the project. These include – Tableau, R, Gephi, Python and SQL.
- **Submission: -** In spirit of the course i.e. social media analysis, the submissions would be in video format. Teams would have to upload a 15 min video explaining their problem statement, data, analysis, results, implications for business. Students are free to be creative in development, design and presentation of the video. High level of creativity would be suitably appreciated and marked. There will not be any report or ppt submission.
    - All the data and analysis files, code files etc. would need to be separately uploaded as a zip folder on the Blackboard page.
- All discussion related to the problem statements of project would take place on discussion forum. No personal emails will be responded to. This will ensure information availability is uniform across all groups.
- There will be a component of peer evaluation as well for the group project where each team will evaluate other team's projects on set of parameters to be distributed by the instructor.

Grading Rubrics

Evaluation Criteria	Weightage
Peer Evaluation	20%
Video presentation creativity	20%
Critical insight generation/result interpretation	30%
Depth of analysis	20%
Efficient usage of software tools	10%