

## **BUS 622 Marketing Analytics Final Project**

The project consists of a written report and an oral presentation. You can team up as a GROUP project (no more than two (2) students), and I will require that both students are responsible for all parts of the project, and that both students will be able to answer questions about the entire project.

In this project, you are asked to use RapidMiner (or other software/language of your choice) to run a set of experiments on sentiment analysis. Your submission should include the following.

- a. Description of the goal of your project
- b. Description of your dataset
- c. Description of your experiment processes, including parameters of each operator.
  - I. Text processing
  - II. Data partition
  - III. Model construction
  - IV. Model evaluation
- d. Screenshot of your experiment processes
- e. Screenshot of the experimental results, including results from cross validation
- f. Discuss how text mining is used for sentiment analysis and its importance in marketing.

**Written report:** no longer than four pages with single space, font size 11 or 12, and one-inch margin

**Project presentation:** 5 - 7 minutes/ group. I would suggest no more than 7 slides for your presentation in class. However, if you have more slides include them at the end of your presentation so if there is time or questions, you can address them using these slides.

### **Project Grading:**

Your final project grade includes a report (50%), and a presentation (50%)

**Project report and Presentation slides submission due: 11:59 PM, Sunday, April 28**

**Project presentation (in-class): Monday, April 29**