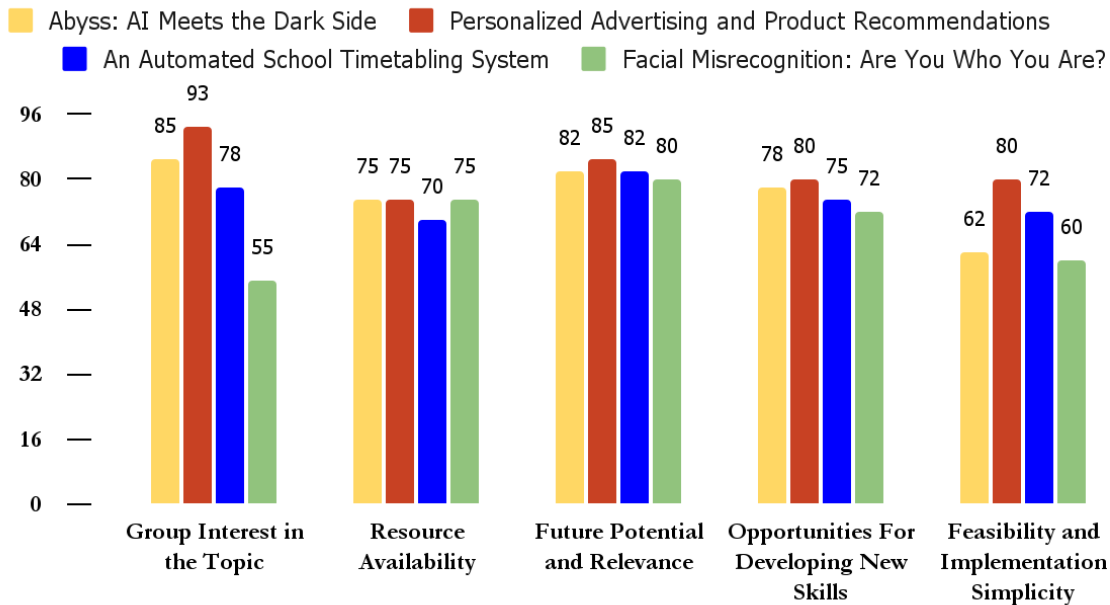


Weighted Scoring Model for MCS11

Criteria	Weight	Abyss: AI Meets the Dark Side	Personalized Advertising and Product Recommendations	An Automated School Timetabling System	Facial Misrecognition: Are You Who You Are?
Group Interest in the Topic	30%	85	93	78	55
Resource Availability	20%	75	75	70	75
Future Potential and Relevance	15%	82	85	82	80
Opportunities For Developing New Skills	15%	78	80	75	72
Feasibility and Implementation Simplicity	20%	62	80	72	60
Weighted Project Scores	100%	77.2	83.65	75.35	66.3

Barchart - Evaluation



Memo

To: Ms Kamalahshunee K. Velautham, Mr Soo Wooi King

From: MCS-11

Date: 16 August 2024

Subject: Justification of the scores and weights for each criteria

Overview:

In alignment with our strategic objectives and preferences, our group evaluated different project topics using a set of criteria. The project "Personalized Advertising and Product Recommendations" was chosen as the best fit for our group as a result of this evaluation.

Criteria Selection and Weight Justification:

Group Interest in the Topic (30%):

This criteria received the highest weight because over the few years of the project, enthusiasm and involvement will be important in seeing the project through. If we're genuinely committed to what we're doing and stand by it honestly, it's likely that the project will keep us engaged and motivated throughout

its duration. Due to our high level of interest towards both topics, we decided to choose the ‘Personalized Advertising and Product Recommendations’. While “Abyss: AI Meets the Dark Side” also drew a lot of attention, we decided to choose the top project as we were less familiar with cybersecurity.

Resource Availability (20%):

The accessibility of major resources such as information, equipment, and documentation is a good measure of project viability. The achievement of this criterion was given a weight of 20%. Concerning the issues of prerequisites and materials, Our team can confirm that the majority of topics appear to be quite similar due to the extensive availability of books and comprehensive resources on the Web.

Future Potential and Relevance (15%):

We evaluated the subjects in terms of their future significance and sustainability. The majority of topics received scores that were similar, but "Personalized Advertising and Product Recommendations" topped the others since personalized algorithms are still crucial to marketing. This criterion is important since it guarantees the project's continued relevance and influence.

Opportunities for Developing New Skills (15%):

This criterion, which focused on taking on initiatives that push us to learn new things within our capabilities, was assigned a moderate amount of weight. The two topics that scored the highest on this criterion were "Personalized Advertising and Product Recommendations" and "Abyss: AI Meets the Dark Side." We are eager to learn more about personalized algorithms, and even if we are not too familiar with cybersecurity, we are aware of the vast number of learning opportunities it offers. These subjects complement our learning objectives and are beneficial for improving skills.

Feasibility and Implementation Simplicity (20%):

Given the tight deadline and our current infrastructure, we placed a lot of focus on feasibility. Performance of Personalized Advertising and Product Recommendations was the highest since these use AI, data analytics technologies we are already familiar with thus easier to use and integrated. This left them with a rather comfortable gap. In addition, this project fits nicely with our existing skill set and technology stack. Although the automated school scheduling system was a strong contender, it ultimately scored lower in terms of feasibility. This is due to its complexity and the need for integration with existing school enrollment and management processes, which can lead to lower adoption rates.

Conclusion:

Personalized Advertising and Product Recommendations" emerged as the top choice with a 83.65 weighted score, aligning with our interests, available resources, and offering significant learning potential. We are confident this project will engage us and contribute meaningfully to our understanding and application of AI in marketing.