Criteria	Ratings				Pts
1.1 - Business/situation objectives must be logical, and in line with data mining goals and the business success criteria. Must be conveyed in a clear manner.	**3 Pts** **Very Good**	**2.1 Pts** **Good**	**1.2 Pts** **Poor**	**0 Pts** **Very Poor**	3 pts
1.2 - Situation assessment must effectively describe the resources, requirements, assumptions, constraints, risks and contingencies of the project.	**2 Pts** **Very Good**	**1.4 Pts** **Good**	**0.8 Pts** **Poor**	**0 Pts** **Very Poor**	2 pts
1.3 - Data mining goals must be achievable and closely aligned with the business objectives/success criteria. Must be conveyed in a clear manner.	**3 Pts** **Very Good**	**2.1 Pts** **Good**	**1.2 Pts** **Poor**	**0 Pts** **Very Poor**	3 pts
1.4 - The project plan must address how each phase of the project will be carried out for the current iteration. A day-to-day timeline must be proposed within the project plan.	**2 Pts** **Very Good**	**1.4 Pts** **Good**	**0.8 Pts** **Poor**	**0 Pts** **Very Poor**	2 pts
2.1 - Collect initial data and describe where the data was collected from, how it was collected and any issues encountered during collection.	**2 Pts** **Very Good**	**1.4 Pts** **Good**	**0.8 Pts** **Poor**	**0 Pts** **Very Poor**	2 pts
2.2 – Data description must describe the format, quantity, fields and surface-level features of the data.	**2 Pts** **Very Good**	**1.4 Pts** **Good**	**0.8 Pts** **Poor**	**0 Pts** **Very Poor**	2 pts
2.3 - Data exploration must assist readers in understanding the data through the usage of strong visualisations (visualising the raw data). Must be communicated in a clear manner and explicitly linked to the rest of the steps.	**4 Pts** **Very Good**	**2.8 Pts** **Good**	**1.6 Pts** **Poor**	**0 Pts** **Very Poor**	4 pts
2.4 - Data quality must be verified by checking for errors, missing values, and data quality patterns explicitly.	**2 Pts** **Very Good**	**1.4 Pts** **Good**	**0.8 Pts** **Poor**	**0 Pts** **Very Poor**	2 pts
3. Data Preparation As a general guide: 3.1 - Data must be selected effectively. Goals, data quality, technical constraints, among other factors should be explicitly considered. 3.2 - To clean the data, issues must be made explicit, then explicitly resolved. 3.3 - Data must be appropriately constructed through the creation of new features/variables, and/or data repositories/tables. 3.4 - Integration must take place. This includes effectively merging data from various sources. 3.5 - Reformatting includes changing the formats of different data sources and trimming content, among other steps specific to the data.	**15 Pts** **Very Good**	**10.5 Pts** **Good**	**6 Pts** **Poor**	**0 Pts** **Very Poor**	15 pts
4.1 - Data must be reduced through the selection of features relevant to the predictor (horizontal reduction) and/or vertical reduction. This could be achieved through the use of feature selection/logical processes.	**2.5 Pts** **Very Good**	**1.75 Pts** **Good**	**1 Pts** **Poor**	**0 Pts** **Very Poor**	2.5 pts
4.2 - The data must be projected through the use of statistical transformations (such as taking the log of a distribution).	**2.5 Pts** **Very Good**	**1.75 Pts** **Good**	**1 Pts** **Poor**	**0 Pts** **Very Poor**	2.5 pts
5.1 - Match and discuss DM methods within the context of the DM objectives.	**5 Pts** **Very Good**	**3.5 Pts** **Good**	**2 Pts** **Poor**	**0 Pts** **Very Poor**	5 pts
5.2 - Select the appropriate DM method(s) in a logical manner. The selected DM method must be in line with the data mining goal/success criteria.	**5 Pts** **Very Good**	**3.5 Pts** **Good**	**2 Pts** **Poor**	**0 Pts** **Very Poor**	5 pts
6.1 Conduct exploratory analysis of DM algorithms within the context of the DM objectives. Then, discuss the analysis.	**2.5 Pts** **Very Good**	**1.75 Pts** **Good**	**1 Pts** **Poor**	**0 Pts** **Very Poor**	2.5 pts
6.2 - Select algorithm(s) in a logical manner based on the exploratory analysis and discussion.	**2.5 Pts** **Very Good**	**1.75 Pts** **Good**	**1 Pts** **Poor**	**0 Pts** **Very Poor**	2.5 pts
6.3 - Model(s) must be selected/built, and the appropriate algorithm/model parameter(s) must be selected.	**10 Pts** **Very Good**	**7 Pts** **Good**	**4 Pts** **Poor**	**0 Pts** **Very Poor**	10 pts
7.1 - Logical test designs must be created. Justify why a particular test design was used (for example, why was a 70/30 training/testing split used?).	**1 Pts** **Very Good**	**0.7 Pts** **Good**	**0.4 Pts** **Poor**	**0 Pts** **Very Poor**	1 pts
7.2 - Data mining must be conducted (the model must run).	**7 Pts** **Very Good**	**4.9 Pts** **Good**	**2.8 Pts** **Poor**	**0 Pts** **Very Poor**	7 pts
7.3 - Search for patterns and document the model's output.	**7 Pts** **Very Good**	**4.9 Pts** **Good**	**2.8 Pts** **Poor**	**0 Pts** **Very Poor**	7 pts

Criteria	Ratings				Pts
8.1 - Study and discuss the mined patterns. Carry out an in-depth discussion about the data, results, models and patterns.	**2.5 Pts** **Very Good**	**1.75 Pts** **Good**	**1 Pts** **Poor**	**0 Pts** **Very Poor**	2.5 pts
8.2 - Visualise the data, results, models and patterns in a clear and effective manner.	**5 Pts** **Very Good**	**3.5 Pts** **Good**	**2 Pts** **Poor**	**0 Pts** **Very Poor**	5 pts
8.3 - Interpret the results, models and patterns showing a clear understanding of the results.	**2.5 Pts** **Very Good**	**1.75 Pts** **Good**	**1 Pts** **Poor**	**0 Pts** **Very Poor**	2.5 pts
8.4 - Assess and evaluate the results, models and patterns using the appropriate methods/processes.	**2.5 Pts** **Very Good**	**1.75 Pts** **Good**	**1 Pts** **Poor**	**0 Pts** **Very Poor**	2.5 pts
8.5 - Multiple iterations must take place. Repeat various steps to ensure your model is effective/robust. Document the steps/processes/reasoning.	**7.5 Pts** **Very Good**	**5.25 Pts** **Good**	**3 Pts** **Poor**	**0 Pts** **Very Poor**	7.5 pts
					Total points: 100