

# DBS Assessment Template

## Assignment Details

Item	Description
Module Title:	Data Mining & Big Data Analytics
Module Code:	B8IS117
Module Lecturer (s):	Terri Hoare
Programme/Cohort:	BSc (Hons) Computing
Method of Assessment:	CA
Percentage (%) Weighting:	25%
MIMLOs being assessed:	LO01; LO02; LO03; LO06
Assessment Number:	1 – Tabular Data Use Case
Individual/Group:	Group
Issue Date:	26 September (Week 2)
Submission Date:	Sunday 15 December 23:55
Feedback Date:	Week 12
Feedback Strategy :	In-class

## Assignment Task

Working in teams of 2-3 students, select an open dataset. The dataset should be tabular with a minimum of 1000 examples and 10 features. Each team should select a different dataset.

Identify a potential business use case (for example: customer churn; insurance fraud; employee attrition; loan default; patient mortality; team wins) and frame the analytics solution. Apply the CRISP-DM methodology to build and evaluate a suitable model.

You should use RapidMiner AutoModel to benchmark and Python to build your final model for deployment.

A presentation should be prepared and presented to the class during the Week 12 lectures. You should allow 10 minutes for presentation and 5 minutes for feedback and questions from the lecturer and class. Have some slides prepared to cover any relevant detail for answering questions. Time limits will be strictly enforced to allow all projects equal time to present.

The Final Report should be written up using the six CRISP-DM headings and submitted to Moodle together with a zipped folder including PowerPoint slides, dataset, Python notebooks, and RapidMiner processes on or before Sunday 15 December 2024 23:55.

## Resources

Software or tools required/ useful: Google Colab (Python Jupyter) and RapidMiner AutoModel.

## Grading Criteria

		Evaluative Criteria/Performance Level Descriptors (what does performance at this level look like?)				
Scale	Grade Band	Criterion 1 - "lorem ipsum..."	Criterion 2 - "lorem ipsum..."	Criterion 3 - "lorem ipsum..."	Criterion 4 - "lorem ipsum..."	Criterion 5 - "lorem ipsum..."
Exceptional	90-100%	Exceeding module requirements				
Outstanding	80-89%	Evidence of non-core more advanced knowledge of python libraries and / or interpretation of results				
Excellent	70-79%	Very good both technically and a well-presented critical interpretation				
Very Good	60-69%	Evidence of critical interpretation of Python produced tables and charts				
Good	50-59%	Evidence of competence using Python libraries to produce results				
Sufficient	40-49%	Submission met basic requirements				
Somewhat/Unfulfilled	30-39%	Submission not completed in full				
Unfulfilled	0-29%	Submission not completed in full and poorly presented				
MIMLO Alignment (see Module Guide for Minimum Intended Learning Outcomes for Module)						
MIMLO to which criterion is aligned:		LO01; LO02; LO03; LO06				

## General Requirements for Students:

1. All assignments must be submitted no later than the stated deadline (date and time).
2. Assignments submitted after the latest deadline specified (including any approved extension deadline) are considered late and penalised according to the [Quality Assurance Handbook \(QAH\) Part B Section 5.2.2.6](#) as follows:
  - a. A penalty of 2 marks will be applied per day or part thereof (including weekends and public holidays) for an ongoing failure to submit beyond the submission deadline.
  - b. An examiner has the right to refuse to mark the assignment if the submission instructions have not been observed.
  - c. Where a late assessment is submitted within 14 days of the deadline, and is of a passing standard, the late penalty is capped (such that the minimum grade that can be awarded is 40% for the late submission).
  - d. Where a late assessment is submitted more than 14 days after the deadline, it will receive 0%. The lecturer may, at their discretion, review the submission for feedback.
  - e. Where the assessment is undertaken in a group, the piece of work should be submitted in its complete entirety, and any penalty for late submission incurred applies to all group members.
3. Extensions to assignment submission deadlines will not be granted, other than in exceptional circumstances. To apply for an extension please go to <https://students.dbs.ie/dashboard/SCCM> and open a ticket.
4. All relevant provisions of the Assessment Regulations must be complied with (see [QAH B.5](#)).
  - a. Students are required to refer to the assessment regulations in their Programme Handbook, and on the [Student Website](#).
  - b. Dublin Business School penalises students who engage in academic impropriety (i.e. plagiarism, collusion and/or copying, ghost writing/ essay mills, improper use of Generative Artificial Intelligence software).
    - i. Refer to the College's [Generative AI Guidelines HERE](#) for further information.
  - c. Guides on referencing are available on the Library website: <https://libguides.dbs.ie/referencing>
  - d. Text-matching analysis software is integrated in Moodle to generate a report regarding the degree of text-matching in a submission.
5. Students are required to retain a copy of each assignment submitted, until the issuing of a transcript indicating the mark awarded and the closure of the Appeal period (2 weeks following the release of final results).
  - a. Results can only be appealed following the release of final results, and the Appeal form must be submitted to the Exams Office within the Appeal period.
  - b. An appeal must be based on valid grounds (see the Appeals Policy QAH B.3.5), dissatisfaction with a grade is not sufficient grounds for an appeal.
  - c. Assignments must be appropriately packaged and presented.
  - d. All assignments should be submitted to your subject/course page on Moodle by the deadline date.
  - e. Where a submission involves digital media (i.e formats other than Word, Powerpoint or PDF), it is the submitting students' responsibility to ensure the media is appropriately labelled, fully working and they must retain a copy.
  - f. Components of an assessment which are not included in the final submission cannot normally be subsequently accepted for grading. It is the student's responsibility to ensure their file is uploaded correctly.

- g. Include an electronic **cover sheet** with the following details to the front of the assignment (see below)
- 6. Assignments that *breach* the word count requirements will be penalised. *There is a 10% discretion, either way, applicable in terms of word count.*
- 7. When you submit your assignment you will be asked to click on a button which will declare the following:

*By ticking this box I am confirming that this assignment/exam is all my own work. Any sources used have been referenced.*

*I have read the College rules regarding plagiarism in the QAH Part B Section 3 and understand that penalties will be applied accordingly if work is found not to be my own. All work uploaded is submitted via Ouriginal, whereby a text-matching report will show any similarities with other texts.*

## Assignment Cover Sheet

Please fill out and insert as the first page of any essay-style Assignment.

**Student Name(s) and Number(s) as per student card (s):**

**Programme:**

**Lecturer Name:**

**Module/Subject Title:**

**Assignment Title:**

**No of Words:**

**By submitting this assignment, I am confirming that:**

- This assignment is all my/our own work;
- Any sources used have been referenced;
- I have followed the Generative AI instructions/ scale set out in the Assignment Brief;
- I have read the College rules regarding academic integrity in the [QAH Part B Section 3](#), and the [Generative AI Guidelines](#), and understand that penalties will be applied accordingly if work is found not to be my/our own.
- I understand that all work uploaded is submitted via Ouriginal, whereby a text-matching report will show any similarities with other texts.

Note: Technical support is available to students between **0830- 2000 hrs (Mon-Fri), 0930-1630 (Sat) only**. There is no technical support after 2000 hrs. It is your responsibility to ensure that you allow time to troubleshoot any technical difficulties by uploading early on the due date.