CDS513: Predictive Business Analytics
Academic Session: Semester 2, 2023/2024
School of Computer Sciences, USM, Penang

ASSIGNMENT 1

Assignment Evaluation

This assignment will be graded **based on the marking scheme**

IMPORTANT: Students who copied or plagiarized other's work or let their work be copied or plagiarized will be given an F grade. The student may be barred from sitting for final exam and reported to the university's disciplinary board.

Grading Rubric – Assignment 1

Course Learning Outcome (CLO):
- CLO2 Design strategies relevant to predictive business analytics using appropriate technologies and tools.
- CLO3 Assess the role of predictive business analytics in enhancing business performance.
- CLO5 Evaluate predictive business analytics using recent tools.

<table>
<tr><td colspan="7">CDS513: Predictive Business Analytics
Marking Rubric
Assignment-1 – Weighted (10%)</td></tr>
<tr><td></td><td colspan="5">Report: Table of Contents</td><td></td></tr>
<tr><td>Report Component</td><td>(Poor)</td><td>(Average)</td><td>(Good)</td><td>(Excellent)</td><td>Weighted</td><td>Marks Obtained</td></tr>
<tr><td>Intro & Problem Background</td><td>Introduction and problem background are **poorly** explained.</td><td>Introduction and problem background are **fairly** explained.</td><td>Introduction and problem background are **adequately** explained.</td><td>Introduction and problem background are **clearly** explained.</td><td>10%</td><td></td></tr>
<tr><td>Data Understanding & Integration</td><td>Data Understanding & Integration are **poorly** explained.</td><td>Data Understanding & Integration are **fairly** explained.</td><td>Data Understanding & Integration are **adequately** explained.</td><td>Data Understanding & Integration are **clearly** explained.</td><td>15%</td><td></td></tr>
<tr><td>Discussion & Analysis</td><td>The results are **poorly** discussed and tailored to the problem addressed.

Insights from the analysis are discussed and **poorly** explained.</td><td>The results are **fairly** discussed and tailored to the problem addressed.

Insights from the analysis are discussed and **minimally** explained.</td><td>The results are **adequately** discussed and tailored to the problem addressed. Insights from the analysis are discussed and **adequately** explained.</td><td>The results are **clearly** discussed and tailored to the problem addressed. Insights from the analysis are discussed and well-explained.</td><td>15%</td><td></td></tr>
<tr><td></td><td></td><td></td><td></td><td></td><td>Report (40%)</td><td></td></tr>
</table>

ASSIGNMENT 1

	Task 1: Performing & Task 2 Performance Analysis of Recommendation systems					Marks Obtained
Recommender Systems	RS is **poorly** performed.	RS is **fairly** performed.	RS is **adequately** performed.	RS is **successfully** performed.	35%	
Analysis of RS	Analysis of RS is **poorly** analysed.	Analysis of RS is **fairly** analysed.	Analysis of RS is **adequately** analysed.	Analysis of RS is **clearly** analysed.	20%	
Application of RS	The application of RS is **poorly** written and justified.	The application of RS is **fairly** written and justified.	The application of RS is **adequately** written and justified.	The application of RS is **clearly** written and justified.	5%	
					Task1 & Task 2 (60%)	
					Overall Report (40% & Tasks (60%)	
					Weighted (10%)	
Comments:						