

# BEMM463J

N/A

Marketing Analytics (A, TERM3 2021/2)

**Cover Sheet ID:** 1073387

**Student Code:** 720005065

**Coursework:** Case Study Report

**Submission Deadline:** Fri 17th Jun 2022 12:00

**Personal tutor:** Justin Tumlinson

## Criteria:

The criteria and hence the grades given below are not necessarily equally weighted contributions to the final mark; the grades are only for the guidance of the student. All marks for summative assessments are provisional until confirmed by the Board of Examiners.

### **Adherence to assignment brief/question**

N/A

### **Knowledge and understanding of subject**

N/A

### **Analysis, argument and conclusions**

N/A

### **Use of academic literature and other sources**

N/A

### **Style, presentation and referencing**

N/A

## Comments and recommendations for improvement:

Including areas in which you have performed well, areas in which there is the potential for improvement and general feedback from the markers.

The overall analysis has been supported by a very good understanding of key marketing analytics concepts and tools. The layout of your report is excellent. Very good insights are provided by the dendrogram, which has been properly used and effectively explained. SWOT analysis and GE matrix are an important addition to your work and have been properly supported through an adequate visualization. Elbow method is also well explained.

## Agreed Mark:

IMPORTANT: This feedback sheet is for student guidance only, and therefore the mark is subject to the approval of the Board of Examiners.

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