**Individual Peer Evaluation Form**

Your name: Abed Tabbalat

Write the name of your classmate you are preparing this review for in the designated column. Using a scale of 1-4 (1=strongly disagree; 2=disagree; 3=agree; 4=strongly agree) answer each question. If you aren’t able to answer the question based on what is posted in the discussion board, reach out to your classmate for more information via the discussion board. Total the numbers in each column. **Make sure to answer the questions on the 2nd page.**

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| Evaluation Criteria | Peer Name: |
| Has plan in place to complete course project. | 4 |
| Has found datasets/data sources to support project idea. | 4 |
| Has solidified project idea. | 4 |
| Has identified resources for project. | 4 |
| Topic is related to data science and demonstrates topics learned to date through program. | 4 |
| Risks and potential issues have been identified. | 4 |
| TOTALS | 24 |

Feedback on Individual’s project topic:

1. How clear is the classmate’s project topic? What questions does their topic make you consider?

The proposal that Kimberly submitted is very clear and concise. The goal is to segment the customers in order to find ways to better market the product to the end consumer and how to retain them as customers. I think this is an excellent exercise since the online retail market has become one of the biggest industries right now and would be very interesting to see the outcome of this project. The dataset chosen includes 3 years of data that in my opinion, should be significant enough to get a successful model. The variables are meaningful based off the descriptions.

1. What risks or issues should your classmate consider while working on their project?

Marketing in general can be tricky when it comes to data as it is highly opinionated. Therefore, decisions made based on the model could result in a different outcome and that can be a concern. The online retail market has significantly changed after the covid pandemic. Since the data goes as far as 2018, I believe this could give falsified outputs since mentalities have changed since then.

1. Additional suggestions/comments that might be beneficial to your peer?

If more recent data can be possibly obtained, I would suggest moving the 3 years selections of data to more current years. Preferably post pandemic data. The results should be more aligned with what is going on now versus what was going on before 2020.

Adapted from a peer evaluation form developed at Johns Hopkins University (October, 2006)