

# Individual Assignment – ADL, Dr. Philippe Blaettchen

## Objective

In this assignment, you need to **analyze** a large number of **customer reviews** and come up with **recommendations** to Singapore Airlines' CEO **to improve customer satisfaction**.

## Instructions

Make sure to download the notebook attached to the assignment, “ADL\_Individual Assignment Notebook.ipynb”. Take a look at the data described in the notebook, and the approach to analyse the data using **topic modelling with BERTopic**. Your task is to extend the analysis to arrive at a set of explanations for the observed drop in ratings, and corresponding recommendations for the CEO.

You should expand the topic modelling currently implemented, but you are free to, additionally, use any other analysis tools related to deep learning. Importantly, clearly outline your analysis steps and thinking within the notebook.

## Deliverables

By the assignment deadline indicated on Moodle, you are required to complete the following:

1. Code Submission:
  - Submit all Python code used for your analysis, ideally as a single notebook. Your code should allow recreating all results shown or referred to in your pitch deck.
  - Make sure to include markdown text or comments to justify and explain all analysis steps.
  - List your key recommendations to Singapore Airlines' CEO at the end of your notebook and describe how each recommendation is based on your analysis.
2. Pitch Deck:
  - A slide deck, consisting of no more than five slides, highlighting your key results and recommendations.

## Assessment

Your submission will be evaluated against four criteria:

- Appropriate use of concepts and frameworks discussed in class (25%)
- Effectiveness of the proposed answer/solution (25%)
- Originality and creativity of the proposed answer/solution (25%)
- Organization and clarity of submitted materials (25%)

**Note that submissions without the individual coursework submission form filled and attached will receive 0 points.**