

# Project Case Study

## **Project:**

A real world data mining project (problem statement, data, methodology/algorithm), software, execution and analysis, references, documentation, and presentation). The problem statement, sample data, relevant methodology/algorithm).

## **Case Study:**

A case study from literature/books, prepare and deliver a comprehensive presentation including, problem statement ('profound question'), data source(s), methodology, data mining, result, suggestions for future work, and references.

- **Define, describe, and clearly state the objectives of Knowledge Discovery and Data Mining.**
- **Identify relevant data**
- **Access and load relevant data.**
- **Preprocess the data (clean, integrate, transform).**
- **Specify the proper algorithm(s) and data mining technique(s).**
- **Develop software to execute the specified algorithm(s)/data mining technique(s).**
- **Make intelligent business and operation decisions, learn and extract nuggets of knowledge.**
- **Present and document results.**
- **Extracted knowledge to the next iterative steps.**

# Grading

- **The novelty of the project idea(s).**
- **Techniques used.**
- **Comparison of the results of the above techniques applied to the data.**
- **Uniqueness of the data source(s). For example, UCI data gets lower ranking**
- **Additional techniques extending those studied in the class**
- **Quality of the presentation material and presentations.**
- **Timing/sequence of the presentation. (Week1 vs Week2)**