

Case Study Rubric

Due: TBD

Submission Format: upload pdf and link to the github repo to Canvas

Goal: This study is an opportunity to showcase your technical and conceptual skills in unified project. This study presented in this document will show you a real hands-on scenario similar to the one of the project you may have done in the past.

At this point in the semester, you have accumulated all your skills necessary to complete the following project. You will now have the opportunity to showcase those skills and deliver a complete project.

- Written PDF
- GitHub Repo

Below are the expectation that are needed to successfully complete the project.

| Formatting | <p>Submit each component listed in the rest of this rubric as advised below</p> <ul style="list-style-type: none">• Written Portion:<ul style="list-style-type: none">- Submit the written portion as PDF• Data & Code<ul style="list-style-type: none">- Submit all the code created during the completion of the project- Include the original data set as well as any additional data that is utilized- Do not forget to name your GitHub appropriately• References:<ul style="list-style-type: none">- Make sure that references are included in a separate page of the pdf, they should be legible and referenced uniformly- Can choose citation style but keep it uniform |
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| Written Portion | <ul style="list-style-type: none">• Discuss your interpretation of the Study and thought process by answering the questions below<ul style="list-style-type: none">- In a paragraph, please indicate why it is important for us to analyze customer feedback and what we can learn from it- In a paragraph, explain how do you plan to go about exploring trends within customer feedback |

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| | <ul style="list-style-type: none"> - Finally, discuss the results of the study, what trends have been observed, what can be implemented to enhance customer experience from google reviews • Reflection: <ul style="list-style-type: none"> - Please discuss what can be further implemented within the study to generalize results of the study |
| Code | <ul style="list-style-type: none"> • Requirements of the Code: <ul style="list-style-type: none"> • Exploratory data analysis with respect to McDonald's restaurants <ul style="list-style-type: none"> - Explore how many reviews each restaurant has received - Average Star - How many different states are included in the data • Make sure that your data is clean, and add any explanations that are necessary to show your thought process – Clean data set is provided within GitHub • Vader Package: <ul style="list-style-type: none"> - Make sure that Vader Package is implemented thoroughly - Analyze sentiment scores of each restaurant - For restaurant that are lower than average star rating, see if there are any common themes • Visualize and compare the sentiment scores of each restaurant using plot.ly package |
| References | <ul style="list-style-type: none"> • At the end of the written portion, make sure that your work is referenced thoroughly • You can choose the citation style, make sure that you are consistent with it |