

UECS3213 / UECS3453 Data Mining

Assignment 1

Instructor: Dr. Simon Lau Boung Yew

Major: AM/SE

SESSION: Jan 2019

Title: Industry Talk

Learning Outcomes (Assessment = 10%)

At the end of this assignment, students are expected to achieve the following CLO:

- **CLO1:** Identify the key technological foundations of data mining (5%)
- **CLO5:** Recognize the importance of data mining techniques and its applications in the industry (5%)

Instruction

1. Attend the CCIS Technical Talk titled “**The Application of Data Science in Advertising**” by Dr. Chong Zan Kai, Machine Learning Engineer at Analytics Data Advertising (<https://my.linkedin.com/in/zan-kai-chong>) . Details of the talk is as follows:

Day: **18/2/2019** (Monday)

Time: **1pm-2pm** (class will start at 12pm)

Venue: **KB316**

URL: <https://goo.gl/LHExYu>

2. Produce a report not more than 5 pages on the presentation, which consist, **but not limited to**, the following:
 - a. A summary of the talk;
 - b. The latest trend in the industry;
 - c. Skills needed to be a data scientist;
 - d. Questions that you or other audience have personally asked during the talk, and the responses from the speaker.
 - e. Your critical analysis / opinion of the presentation/technology/etc.

Submission Procedure

1. Name your report (filename) as the following: **<Course>_<ID>_assign1.docx or .pdf** where <Course> and <ID> denote your course and university identity number, respectively.
2. Submit the softcopy of the report via wble.utar.edu.my on or before **22 March 2018 (Friday) at 5.00pm sharp**.

Synopsis and Speaker Profile

Dr. Chong Zan Kai is a PhD graduate from University Tunku Abdul Rahman (UTRA). He has been a lecturer in Faculty of Engineering Science, UTAR for 7 years and currently a machine learning engineer at Axiata Digital Advertising.

In this talk, the speaker will share the journey from engineering graduate into data science. In particular, his current work and the advice for the engineers graduates who are interested in advancing their career in data science. In this talk, the speaker will discuss the application of data science in advertising, particularly the current practice of tracking users to audience targeting.

Marking Scheme

No.		Poor	Adequate	Proficient	Subtotal
1	Language clarity and formatting	not reasonable, not concise, not understandable	not reasonable, concise, understandable	reasonable, concise, understandable	
		0 - 10	11 - 20	21 - 30	
2	Comprehensiveness / Completeness of analysis	incomplete, lack of information	partially complete, with some information	complete, informative	
		0 - 10	11 - 20	21 - 30	
3	Critical analysis	illogical, incorrect assumption	partially logical, correct assumption	logical, critical, correct assumption	
		0 - 10	11 - 30	31 - 40	
				Total	/100
				Assessment	/10%



UNIVERSITI TUNKU ABDUL RAHMAN

Assignment 1

Course Code: UECS3213 / UECS3453
Course Name: Data Mining
Lecturer: Dr. Simon Lau Boung Yew
Academic Session: 2019/01
Title: Industry Talk

Student ID	Student Name	Major
	Mark	/10