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| 1. **Project Details** | | | | |
| **Student Name** | Lee Kang Wenn | **Programme** | RSF-May Intake | |
| **Supervisor Name** | Dr Chaw Jun Kit | | | |
| **Moderator Name** | Dr Ting Tin Tin | | | |
| **Project Title/Scope** | Customer purchasing pattern and strategic behaviour analysis for revenue growth by using machine learning algorithm | | | |
| **Project Type[[1]](#footnote-1)** | A / R / P | **Project Category[[2]](#footnote-2)** | | I / O |

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| 1. **Project Scope Moderation** (to be filled by Moderator) (Please tick (√) if comply) | |
| **Project Requirements** | **Comply** |
| **Research Area and contribution.**The project is within the area of specialization related to the programme of studies. The outcome of the project is able to contribute to the IT practices, target market, or knowledge. |  |
| **IT content**. The project is IT-related and has substantial amount of IT content. |  |
| **Technical Skill**. The project requires the students to write substantial amounts of programming codes, or use of IT technical skills with the aid of tools. |  |
| **Methodology**. The project allows the students to apply some kind of system development or research methodology. |  |
| **Practicality or Innovativeness**. The project is an industrial project, or should practically represent a 'real-life' case of a company, or it is innovative and the idea is original. |  |
| **Knowledge Expansion**. The project allows the students the opportunity to expand their existing knowledge, either in depth or in breadth. |  |
| **Scope & Complexity**. The project should be of scope acceptable within the limits of resources and capability of students. If the scope is small, then the project should have reasonable level of complexity. The project should focus on quality, but not quantity. |  |

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| 1. **Feedback** | |
| **Comments and Changes Recommended (by moderator)** | **Actions Taken (by supervisor)** |
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| 1. **Assessment** | | | |
| **Item** | **Criteria** | **Mark Allocation** | **Mark** |
| Project Proposal | Overall concept | 10 |  |
| Feasibility | 10 |  |
| Societal impact / potential for commercialization / contribution to knowledge | 10 |  |
| Language | 5 |  |
| Reference | 5 |  |
| Innovativeness (any two) | Useful/meaningful | 5 |  |
| New category of project/service | 5 |  |
| Innovate beyond existing product/service | 5 |  |
| Innovation in user experience | 5 |  |
| Innovation in technical design / implementation | 5 |  |

**Moderated by: Received by:**

Moderator’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Supervisor's Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Moderation Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Received Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. A = Application Development; R = Research; P = Package Implementation [↑](#footnote-ref-1)
2. I = Industrial Project; O = Original Idea [↑](#footnote-ref-2)