

Group Project Evaluation

Maximum Points: 100

Group Project Title:

Assessment Criteria	Not Good Enough (0 ≤ score < 6)	Good (6 ≤ score < 9)	Very Good (9 ≤ score ≤ 10)	Weight
Business Understanding	<ul style="list-style-type: none"> The business question and objective are not clear. No or limited discussion of the background of the business problem. The target variable is not clearly defined and is irrelevant to the business problem. 	<ul style="list-style-type: none"> Demonstrate good understanding of business problem and reasonably clear objective of the project. The target variable was appropriate for the business problem. 	<ul style="list-style-type: none"> Thorough and clear discussion of the business question and objective. The target variable was appropriate for the business problem and was clearly defined to be readily used for analysis. 	15
Data Understanding & visualization	<ul style="list-style-type: none"> The data are not clearly described. The data are not appropriate to address the business question being analyzed. The data collection and preparation procedures (and the sources) are not clearly described. No or very limited attempt to visualize data. 	<ul style="list-style-type: none"> Clear and effective description of data and data collection procedure. Appropriate selection of data for the business problem on hands. The data collection and preparation procedures (and the sources) were clearly described. Effectively utilized data visualizations to describe their data and guide some analysis 	<ul style="list-style-type: none"> Clear and effective description of data. Appropriate selection of data for the business problem on hands. The data collection and preparation procedures (and the sources) were clearly described. Creative and very effective data visualization that directly guide analysis 	20
Modeling	<ul style="list-style-type: none"> The team provided sufficient discussion on the choice of model (e.g. alternative model specifications, the pros and cons of their model) The model is applied inappropriately, and the interpretation of results is flawed. 	<ul style="list-style-type: none"> The choice of model is well discussed. Reasonably complete analysis of the issues The model is applied appropriately, and the interpretation of result is accurate. The team provided sufficient discussion on the choice of model (e.g. alternative model specifications, the pros and cons of their model) The application of algorithm and the interpretations of the results were accurate and clearly explained. 	<ul style="list-style-type: none"> Insightful and thorough analysis of all possible issues in the modeling stage. The team provided sufficient discussion on the choice of model (e.g. alternative model specifications, the pros and cons of their model) The application of algorithm and the interpretations of the results were accurate and clearly explained. 	15

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Evaluation	<ul style="list-style-type: none"> • No or very limited attempt to evaluate model performance • Poor flow of reasoning or logic 	<ul style="list-style-type: none"> • The team clearly demonstrated the generalization performance of their model (i.e. how was the model evaluated?) • The analysis of expected benefit follows logical development and is supported by data. 	<ul style="list-style-type: none"> • The team clearly demonstrated the generalization performance of their model (i.e. how was the model evaluated?) • The analysis of expected benefit follows logical development and is supported by data. 	15
Deployment	<ul style="list-style-type: none"> • Superficial, obvious, or inappropriate demonstration of the use scenario of the result. • No or very limited awareness of potential issues. • No or very limited offering of strategies to address issues. 	<ul style="list-style-type: none"> • Reasonably complete demonstration of the use scenario of the result. • Demonstrated recognition of potential issues associated with the proposed plan and provided potential mitigation strategies. 	<ul style="list-style-type: none"> • Clear and thorough demonstration of the use scenario of the result. • Well-reasoned and thoughtful guidelines and recommendations for deployment • Recognize obstacles, challenges, and risks. • Thoughtful discussion of the potential issues associated with the proposed plan • Comprehensive discussion on potential mitigation strategies. 	15
Presentation/ Report	<ul style="list-style-type: none"> • Overall lack of organization and structure of the content. • The presentation/report was unstructured and difficult to follow. • The presentation was over time limit. 	<ul style="list-style-type: none"> • Reasonably well organized and easy-to-follow structure. • The presenter made good use of time. 	<ul style="list-style-type: none"> • Exceptionally well organized and easy-to-follow structure. 	20
Total Score				