

## Peer Review Form

**Project Title:**

**CUSTOMER SEGMENTATION IN SHOPPING MALL**

**Group Members:** (i) MEGALA A/P SONTULOM  
(ii) MUHAMMAD IQBAL BIN MOHAMAD YUNUS  
(iii) NUR IZZATI BINTI SHAFIE  
(iv) NUR'AIN NAJIHA BINTI ZAKARIA

**Evaluator: HARIHARAN A/L R. MOHAN**

**Presentation Date: 4/2/2021**

**Presentation Time:**

No.	Elements	Marks	
		Obtained Marks	Full Marks
1.	<b>Project Work</b> <ul style="list-style-type: none"><li>• Slides (Compact &amp; Precise) (1)</li><li>• Overall organization of Presentation (1)</li><li>• Soft Skills (Teamwork/Management) (1)</li><li>• Creativity &amp; Innovation (2)</li></ul>	5%	5%
2.	<b>Individual Evaluation</b> <ul style="list-style-type: none"><li>• Contribution (5)</li><li>• Quality of Work (5)</li><li>• Question &amp; Answer (Correct &amp; Confidence) (5)</li></ul>	(i) 15%	15%
		(ii) 14%	
		(iii) 15%	
		(iv) 15%	
<b>TOTAL</b>			20 %

**Overall Comments:**

**Good Presentation and Explanation**

**Need to do the comparison and validate the clusters**