HANDOUT PRESENTATION AND EVALUATION CRITERIA

Data Mining

Introduction

The handout is a short group work with two main objectives: (a) to ensure students have a first autonomous contact with the software used in practical classes and (b) speed up group formation so datasets for the main project can be created as soon as possible for each group.

Handout

Using Tugas Train dataset, build a simple Enterprise Miner diagram with the nodes listed below:

- o File import
- o StatExplore
- o Multiplot
- o Graph Explore

Deliverables

A written pdf report with the following expected contents:

1) Clear identification of Group Elements (names and student number).

2) A Basic description of the Tugas:

Descriptive Statistics

- Minimum, maximum and range of interval variables

- Mean and standard deviation of interval variables

    Number of levels and Mode for class variables

Visual tools:

- Histograms

- Frequency diagrams

3) The "pilot campaign" main results (based on 3 variables: DepVar, CostPerContact and RevenuePerPositiveAnswer). The conclusions should include, at least, 3 metrics:

- Rate of sucess

- Total cost of the campaign

- Total profit of the campaign

The report is to be submitted through the Moodle platform - deadlines defined in the syllabus.

Guidelines for Handout Evaluation

The clarity of the report, with insightful descriptions explaining the graphs and statistics presented. Maximum of 5 pages (without considering cover).