**ASSIGNMENT 5**

**Benchmark - Milestone 4: Results Analysis or Testing Components**

Start Date

Jun 27, 2024, 12:00 AM

Due Date

Jul 3, 2024, 11:59 PM

Requires Lopeswrite

Assessment Description

The goal of Milestone 4 is to test and/or analyze the findings of the solution for a known problem, issue, or business case.

In this assignment, you will prepare the Testing Components. Refer to the "Capstone Project Handbook: Masters of Science in Computer Science or Data Science," located on the College of Science, Engineering and Technology page in the Student Success Center.

The instructor will review your submission and provide additional feedback in order to assist in crafting the most appropriate and professional presentation of your work. You will then incorporate the feedback and submit a final version in Topic 8.

APA style is not required, but solid academic writing is expected.

This assignment uses a rubric. Please review the rubric prior to beginning the assignment to become familiar with the expectations for successful completion.

You are required to submit this assignment to LopesWrite. A link to the LopesWrite technical support articles is located in the Course Materials if you need assistance.

***Benchmark Information***

*This benchmark assignment assesses the following programmatic competencies:*

*MS in Data Science*

*4.3: Analyze experiment results in the context of computational problems.*

*5.1: Use Business Analytics and Business Intelligence (BI) methods for data analysis; apply cognitive technologies and relevant services.*

#### **Rubric Criteria**

##### **System Testing (B)**

##### **User Guide**

##### **Industry Terminology**

##### **Project Information**

##### **System Administration Guide**

##### **Components Testing (Module Test Cases) (B)**

##### **Requirements Testing**

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Predicting E-Commerce Customers' Behavior Using Machine Learning Algorithms

Jean-Marie Nfundiko Katula

MS Data Science - Grand Canyon University

DSC-590: Data Science Capstone Project

Dr. Dwight Farris

Jul 03, 2024

**Predicting E-Commerce Customers' Behavior Using Machine Learning Algorithms**

**Introduction**

This report presents the culmination of Milestone 4, focusing on the analysis and testing components of the solution developed to address a specific problem or business case. The assignment aims to rigorously test and analyze findings, adhering to the guidelines outlined in the "Capstone Project Handbook: Masters of Science in Computer Science or Data Science." Through systematic testing, including system testing and component testing with module test cases, the project evaluates experiment results within the context of computational challenges. Emphasis is placed on employing Business Analytics and Business Intelligence methods, alongside cognitive technologies, to derive meaningful insights.