ANL488 BUSINESS ANALYTICS APPLIED PROJECT

Project Proposal – Grading Form

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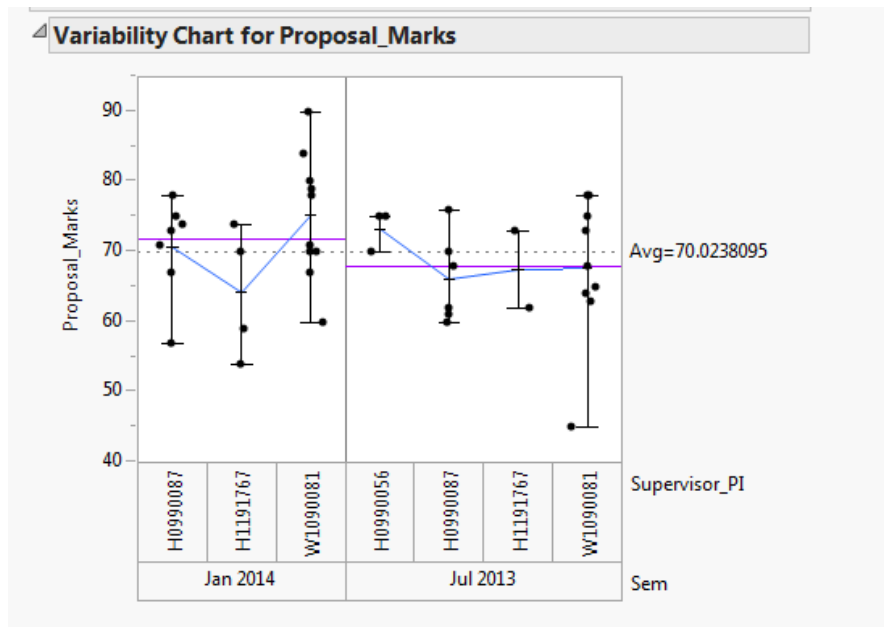Name of Supervisor: Munish Kumar   PI: M2090099

Project Title: Hit Song Science in the Singapore Market

Course Learning Outcomes	S/N	Component	Maximum Marks	Score
Discuss the business analytics problem.	1.	*Topic Formulation*: Clear description of the business/ research problem including appropriate project title; clear statement of the research question(s)/data mining objectives	20	16
Appraise relevant references to the selected business analytics project topic to form the Literature Review	2.	*Literature Review*: Relevant and adequately developed literature review	20	16
Apply appropriate business analytics techniques to the business analytics problem, including conducting business understanding, data understanding, data preparation, modeling, evaluation and deployment.	3.	*Data Understanding*: Clear description of the data to be used to achieve stated research /data mining objectives	20	16
Evaluate the suitability of alternative business analytics methodologies for the project proposal.	4.	*Proposed Modeling*: Appropriate description of the proposed modelling and schedule	20	13
• Critique the impact of the project proposed. • Formulate a viable business analytics project proposal under individual supervision	5.	*Overall Presentation*: Logical organisation of the project proposal; effective use of figures and tables; proper APA referencing	20	15
		TOTAL	100	76

Signature: Date: 20 Aug 2021

Notes to the marking of the ANL488 proposal:

Variability Chart for Proposal_Marks

Avg=70.0238095

Proposal_Marks (y-axis: 40, 50, 60, 70, 80, 90)

Supervisor_PI: H0990087, H1191767, W1090081 (Jan 2014) | H0990056, H0990087, H1191767, W1090081 (Jul 2013)

Sem: Jan 2014 | Jul 2013

Markers whose mean is above or below the overall mean should aim to bring it more in line with the overall mean of 65.

For those students whose proposal is very general and vague and do not have complete chapters from the list below deserve a failing grade (below 40):
(1)   Introduction
(2)   Literature Review
(3)   Data Understanding and
(4)   Proposed Modelling and Evaluation.
Please bring to the Head of Programme's attention if you are unsure.

When downloading the proposal for marking from the respective ANL488 T group in Canvas via Assignments -> PROPOSAL01, check those whose Similarity score is above 30%(see Figure 2 below) to see if there is plagiarism(look for 2 whole paragraphs that are copied wholesale without amendment). Please gather the evidence and put it in a word document and send it to the Head of Programme and Mechelle for their necessary action.

SIM UNIVERSITY

ANL488_JUL16_T01 > Assignments > PROPOSAL01

2016_JUL_T1_PT_12

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Important Information - Please read before TMA/GBA submission. There are a total of 4 points to take note.

1. Compose your TMA/GBA using Microsoft Office Word, and save either as .doc or **.docx (preferred)**

2. Name your document file **strictly** to this format - FullName_TMA01 or FullName_TMA02 or FullName_GBA01. Example, TanMeiMeiSally_TMA01, PremaSubroyan_GBA01 (omit D/O, S/O)

3. Note down your **Submission ID** after the submission of your assignment. Submission ID is the **ONLY** proof of your submission, especially in the event of technical failure. To download a copy of your

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