

ANL488 BUSINESS ANALYTICS APPLIED PROJECT

**Project Final Report – Grading Form**

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| Name of Student: | Krystal Chee Jia Qi | Sem: | | 2 |
|  |  |  |  | |
| Name of Marker: | Munish Kumar |  | M2090099 | |
| (2nd Marker) |  |  |  | |
| Project Title: | Sentiment Analysis of Tweets on Electric Car-sharing Service, BlueSG | | | |

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|  |  |  | **Supervisor** | **Second Marker** |
|  | **Course Learning Outcomes** | **Project Report Components**(worth 60% of total marks for ANL488) | Mark Allocation (out of 100) | Mark Allocation (out of 100) |
| 1. | Apply appropriate business analytics techniques to the business analytics problem, including conducting business understanding, data understanding, data preparation, modeling, evaluation and deployment. | Relevant and Adequately Developed Introduction, Literature Review, Data Understanding and Preparation chapters | /20 | 17/25 |
| 2. | Appraise relevant references to the selected business analytics project topic to form the Literature Review |
| 3. | Apply appropriate business analytics techniques to the business analytics problem, including conducting business understanding, data understanding, data preparation, modeling, evaluation and deployment. | Appropriate Modeling/Research Methodology and Logical and Adequately Developed Results/Evaluation | /20 | 16/25 |
| 4. | Recommend courses of action through an appropriately written project report | Succint Abstract and Overall Report Presentation including Usage of Good Grammar | /20 | 16/25 |
| Logical and Adequately Discussion/Recommendation/Conclusion | /20 | 16/25 |
| 5. | Implement the project proposal | Adequate Progress from Proposal, Oral Presentation to Final Report | /20 | - |
|  |  | TOTAL | /100 | 65/100 |

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| **Comments**  Krystal has fulfilled the requirements of this thesis admirably. I can see her effort, thinking about the problem and trying to value add to the topic by using various software and modelling approaches. I like her approach in applying sentiment analysis to machine learning. I definitely give her credit there  But my confusion really comes about from the way she has presented some of her arguments. I think with some of her conclusions, there are some leaps of logic, and also there are some things I see as fundamentally wrong in terms of implementation and conclusion.  Still, this was a difficult and challenging topic to undertake, and credit to her for a job well done. |

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| Signature: | A picture containing text  Description automatically generated | Date: | 111122 |

**Notes for markers of Project Final Report:**

**Variability Chart for Score**





Note to all markers of ANL488:

1. The overall mean mark is 71 for both the Oral and Final Report. We should aim for a mean mark of 65 with the exceptional students scoring around 75.
2. For those students who have not done enough work for either the oral or the final report, you can ask them to extend for another semester.
3. Markers whose mean is above or below the overall mean should aim to bring it more in line with the overall mean of 71.

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 Liyana for their necessary action.