|  |  |
| --- | --- |
|  |  |

ANL488 BUSINESS ANALYTICS APPLIED PROJECT

**Project Proposal – Grading Form**

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Student: |  | PI: |  |
|  |  |  |  |
| Name of Supervisor: |  | PI: |  |
|  |  |  |  |
| Project Title: |  | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 objective(s) | 20 |  |
| 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 |  |
| 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 objective(s) | 20 |  |
| Evaluate the suitability of alternative business analytics methodologies for the project proposal. | 4. | ***Proposed Modelling***:  Appropriate description of the proposed modelling and schedule | 20 |  |
| Critique the impact of the project proposed and 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 |  |
|  |  | **TOTAL** | 100 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Signature: |  | Date: |  |

**Please indicate the number of contacts that you had with the student:**

|  |  |
| --- | --- |
| Number of Zoom/Face-to-Face |  |
| Number of Other Contact such as Email etc |  |

**Justification (required for marks higher than 75):**

|  |
| --- |
|  |

**Comments (if any):**

|  |
| --- |
| *The marker is at liberty to make brief comments that can improve the project.* |

**Notes for markers of Project Proposal:**

The overall mean mark is 69 for Project Proposal. We should aim for a mean mark of 65 to 70 with the exceptional students scoring around 75. If the student is deserving of a higher mark (more than 75), do provide a strong justification.

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 check with the Course Coordinator if you are unsure.

When downloading the proposal for marking from the respective ANL488 T group in Canvas via Assignments -> PPL01, 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 Course Coordinator and Mechelle for their necessary action.

Graphical user interface, text, application, email

Description automatically generated