

ANL488 BUSINESS ANALYTICS APPLIED PROJECT

**Project Final Report – Grading Form**

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| Name of Student: | MARSYA SORFINA BINTE MOHAMMAD | Sem: | | Jul 2021 |
|  |  |  |  | |
| Name of Marker: | Munish Kumar |  |  | |
| (2nd Marker) |  |  |  | |
| Project Title: | IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR BASED ON ONLINE SHOPPING | | | |

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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 | 15/25 |
| 4. | Recommend courses of action through an appropriately written project report | Succint Abstract and Overall Report Presentation including Usage of Good Grammar | /20 | 17/25 |
| Logical and Adequately Discussion/Recommendation/Conclusion | /20 | 18/25 |
| 5. | Implement the project proposal | Adequate Progress from Proposal, Oral Presentation to Final Report | /20 | - |
|  |  | TOTAL | /100 | 67/100 |

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| **Comments**  Overall, not too bad. Could have been written better in terms of grammar, sentence structure, but this is not an English course (although English in a thesis is important).  I liked that you used real world data from your own personal experience. The results could have been extrapolated a bit further, but I expect that you ran out of time perhaps in doing the work.  I initially thought that you were a bit light on the references. For instance, you mentioned surveys, examples of sellers, India, Italy etc, but no references to where your information was obtained. Then after your introduction you had a literature review where you started quoting the sources. My question than is – why is your introduction reading like a literature review? This got me a tad confused.  >50% of your thesis was on the intro and literature review. I personally think that was a bit much. 25% would have been just right; a shorted intro and lit review would have definitely helped. You could have focused more effort on the analysis and the implication of how it would change your perspective as a business owner.  Despite this, the results were interesting to me and overall I think it was a commendable effort. |

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| Signature: | A picture containing text  Description automatically generated | Date: | 08 Nov 2021 |

**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.