

ANL488 BUSINESS ANALYTICS APPLIED PROJECT

**Project Final Report – Grading Form**

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| Name of Student: | Tan Li Lin | Sem: | | Jul 2021 |
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| Name of Marker: | Munish Kumar |  |  | |
| (Supervisor) |  |  |  | |
| Project Title: | The Evolution of Popular Bilingual Song Lyrics | | | |

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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 | 20/25 |
| 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 | 17/25 |
| 4. | Recommend courses of action through an appropriately written project report | Succint Abstract and Overall Report Presentation including Usage of Good Grammar | /20 | 18/25 |
| Logical and Adequately Discussion/Recommendation/Conclusion | /20 | 20/25 |
| 5. | Implement the project proposal | Adequate Progress from Proposal, Oral Presentation to Final Report | /20 | - |
|  |  | TOTAL | /100 | 75/100 |

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| **Comments**  Good thesis, very challenging topic  I can see the effort that went in as your strived to form a coherent argument. What I like about this work is that you combined the hard aspect of data science with the soft aspect of social science. I think it made for a very insightful read, but I think some parts of it could be shortened and also a bit of improvement on the grammar and tenses would have helped.  I think that your machine learning outcome from SVM should be better tied in to your discussion, as you only used a word cloud based approach at the end. You could have used the predictive sentiment to determine if the terms “positive” or “negative” are applicable to that era.  But this is just a minor thing that should not distract from what I think was a good thesis, with overall what I deem to be a thesis with plenty of good explanations, good visualisations and a firm 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.