

Customer Acquisition Cost Estimation Using ML			
Metrics	Sub-EvaluationMetrics&ScoringCriteria	Weightage	TotalScore
Assignments&Quizzes	Quizzes(Total–4Nos.)	4	10
	Assignment-1	2	
	Assignment-2	2	
	Assignment-3	2	
ProjectInitializationand PlanningPhase	DefineProblemStatements	3	10
	ProjectProposal(ProposedSolution)	3	
	InitialProjectPlanningReport	4	
DataCollectionand PreprocessingPhase	DataCollectionPlan&RawDataSources IdentificationReport	2	10
	DataQualityReport	2	
	DataExplorationandPreprocessingReport	6	
ModelDevelopment Phase	FeatureSelectionReport	5	15
	ModelSelectionReport	6	
	InitialModelTrainingCode,ModelValidation and EvaluationReport	4	
ModelOptimizationand TuningPhase	HyperparameterTuningDocumentation	6	10
	PerformanceMetricsComparisonReport	2	

	FinalModelSelectionJustificationReport	2	
ProjectExecutableFiles	ProjectExecutableFiles	6	6
ProjectDocumentation	ProjectDocumentation	2	2
ProjectDemonstration	ProjectDemonstration	2	2

Attendance	Attendance	5	5
GrandAssessment	GrandAssessment	30	30
Overall			100