CS-Social Media Platform Rubric

DS 4002 – Fall 2022 – Salem Keleta
Due: March 15, noon
Submission format: Link to github repository (collab assignments)

Individual Assignment

General Description: Submit to collab assignments a link to your case study repository.

Preparatory Assignments – Class sessions about creating an analysis plan. Class session about network data analysis and statistical methods.

Why am I doing this? We read and produce solutions to case studies to get an idea of how to apply all our skills learned to real world problems in order to practice thinking like an analyst or data scientist. In this case study we will focus on creating an analysis plan, problem solving, and statistical analysis. While this case is not related to an actual event, it does produce a question that many think about when considering the use of social media platforms. You are encouraged to complete this case study as an individual assignment, do any research on the topic to gain more knowledge and understanding, then finally provide your recommendation.

· Course Learning Objective: Develop analysis plan to determine how to tackle the case study
· Course Learning Objective: translate analysis plan from theory into the scientific method into a functioning data science pipeline
· Course Learning Objectives: Complete and interpret statical analysis
· Course Learning Objectives: Presentation – practice how to present findings to clients and how to put your findings into simple English words that can be understood by the general population.

What am I going to do? You will begin by reading the one-page prompt for this case study. In that prompt you will be given a problem to solve from a client. Take time to reflect on that and make notes. If you have ideas, come up with initial thoughts that can justify your initial recommendation. Then make a plan to produce the main deliverable. That deliverable is going to be creating an analysis plan and then complete network analysis to produce a recommendation. All the materials used will be added to the GitHub repository. The final part will be to produce a presentation to be given to your client that explains your recommendation and information to back up your recommendation.

Tips for success:
· Have fun.
· This case study uses a new type of data so don't be afraid to complete additional research. Take time to think about the prompt before researching the topic. Explore your ideas and take a stand. Then do research and provide your recommendation which can be supported using additional real world examples and research .

How will I know I have Succeeded? You will meet expectations on CS-Social Media Platform Case Study when you follow the criteria in the rubric below.

Spec Category	Spec Details

Formatting	· Repository – A new GitHub repository
	● Create a new GitHub repo for this assignment containing
	    ○ README.md
	    ○ LICENSE (use MIT as default)
	    ○ A SRC folder
	    ○ A Data folder
	    ○ A FIGURES folder

README.md	· Goal: This file is what will be assessed for the assignment. It will also serve as an orientation to anyone who comes to your repository. · Structure this file in such a way to be easily readable by an individual who has read the prompt · Markdown format · Start out by Including your analysis plan · SRC Section – section for installing/building your code and section for usage of your code. State what software was used and any additional statistical analysis looked at. · Data Section – provide link to dataset, create a data dictionary (markdown table formatting) · Figures section – table of contents describing all figures produced and summarizing their takeaways (markdown table formatting) · References section – list all references at the end of the Readme.md file
Analysis Plan	· Goal: Written steps in English and create visuals that describe how you would implement a data analysis plan to find which platform incorporates small world characteristics best. · Write in plain English each step and a short description of what each step concludes. · Provide brief visual showing analysis plan · Include which network analysis software will be used and what statistical measures are being assessed

License.md	· Goal: File explains to users the terms under which they may use and cite your repository · Use the MIT license
SRC folder	· Goal: This folder contains all the source code for your project · Include any code files you produced
Data folder	· Goal: This folder contains all of the data for this project · If data fits in GitHub place it all there · If data does not fit in GitHub provide a link to the dataset
Figures folder	· Goal: Include all images you embed in your readme file. · This folder will contain any visuals produced (visual for network analysis of Facebook and twitter)
Presentation	· Goal: This short presentation in to be delivered to your investor to summaries your findings and provide your recommendation · Produce a brief presentation explaining your findings, include any relevant information as well as the visuals produced and a statement explaining and justifying your recommendation
References	· All references should be listed at the end of the document