CSE 450 – Case Study Performance Evaluation

Treat the six questions in this evaluation like a professional document you would send to an executive team during a post-mortem. Write in complete sentences, using correct grammar and spelling.

\* Please note that the following are not sufficient reasons to justify a score of “above and beyond”:

I / we had to look some stuff up on the internet…

I / we had to read technical documentation…

I / we used a custom color scheme or different chart type in a required visualization…

I / we spent a lot of time figuring out how to complete a requirement…

1. What are some key ideas you learned during this case study related to machine learning and data analysis?

I learned a lot more about feature engineering than I previously knew. I also learned for yet another time this semester that EDA is probably the most important thing you can do in machine learning or data science. We had done some EDA, but not nearly enough to fully understand the depth of the data in this assignment. I also realized that our team will need to be much more organized going into projects in the future to efficiently complete the tasks and not miss anything.

1. If you had additional time to work on this case study, what would you do to take things further?

By taking additional time to work on this case and knowing what I know now, I would focus on other target variables related to sales KPI’s such as their sales velocity (would need revenue for this one), win rate, and year over year and month over month growth (average sales number, i.e. count). This is because in all reality, even though they said this was a “marketing” campaign, this is a sales campaign. These analytics could help the managers fully utilize their sales team by doing trainings to help with issues they are facing to maximize profit further.

**3. Aside from having to learn a new and/or difficult concept, what do you think was the biggest obstacle your team faced during this case study?**

I personally believe, and I really mean this, that the hardest thing about this assignment was fully understanding what was being asked and what questions that we needed to answer. However, I also think that it really mimicked a real-life work setting where you have a meeting or an email thread and not everything is clear either. Overall a very good experience to learn.

4. What insights did you gather about learning in general from this module? Could these insights apply to spiritual learning? If so, how?

From doing this assignment I learned a lot more about decision trees and I think that it can really illustrate how we must, in a sense, play with the “features” of the gospel to see how they apply to our lives. Just like the data, it can be interpreted in multiple ways, and we need to know how to understand it.

For the following questions, use this scale:

5. All requirements were met and additional work was done to demonstrate creativity and excellence by going above and beyond\*.

4. All requirements were met.

3. Some attempt was made, but was slightly deficient in approach or understanding.

2. Some attempt was made, but was significantly deficient in approach or understanding.

1. Some attempt was made, but was extremely deficient in approach or understanding.

0. No attempt was made.

5. According to the evaluation scale, how would you rate your team’s overall performance on this module? Explain why you feel the team deserves that rating. (5-above and beyond , 0-no attempt)

5 – We met a lot and worked hard trying to understand the data and answer the questions that the executive team made. I gave us this rating because this was our first project together and honestly didn’t understand the full scope of the project. If it was a project later on in the semester I would probably give us a 3-4, but knowing what I know as of today, I think we earned a 5.

6. For each member of your team, (including yourself), rate that team member’s performance on this module, and provide a suggestion for how they can improve moving forward (don’t forget to make a suggestion for your own improvement).

These ratings and suggestions will be anonymously shared with the corresponding teammate, so practice professional candor. You may find [this guide on “radical candor”](https://firstround.com/review/radical-candor-the-surprising-secret-to-being-a-good-boss/) to be helpful.

Soren – 4 – I think I was the unofficial quassia manager for this module. Wasn’t completely ineffective but could have been more effective in that role.

Nathan – 4 – Did a lot of work on the two other models regarding the economic consumer confidence score.

TJ - 4 – Wasn’t here for the second half of the project, but still contributed. Went all out when he was here. Mainly worked on the graphs for the statistical analysis.

Austin – 5 – Did almost all the leg work on the model that we made. Put a lot of time into the project in group meetings and out of it.

**Example:**

Bob: 3 – Slightly Deficient. Bob, if I could give you one piece of advice going forward, it would be to make our status meetings a priority. You have amazing contributions when you’re present and engaged, so when you miss a meeting without letting us know ahead of time, it really hurts the team.

**Notice that the evaluation addresses Bob directly, not the teacher. This isn't a tattle-tale session, it's an anonymous feedback exercise.**