**IST 707 Data Analytics**

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Project proposal presentation guidelines. For project proposal presentations, please prepare two submission items:

1. Write a 1 to 2 page word document and post to the corresponding forum on Blackboard. This document describes:
   1. What real-world problem do you want to solve?
   2. What data mining task(s) would you model it as, association rule mining,  clustering, and/or classification?
   3. What data set do you plan to use? Provide a sample data table to include  instances and attributes. Provide important data summary that is relevant to your problem modeling. For example, for classification task, what is the target variable, how many classes, what do the class labels mean, how many examples in each class, etc.
   4. How would you evaluate your data mining result?
2. Draw an illustration that summarizes your project proposal and submit it with your written project proposal.

Being able to communicate data mining concepts and processes to wide audience is a critical skill for data analysts. In this class, students are going to give multiple rounds of presentations for their projects, each focusing on one aspect of data mining communication:

1. **Project proposal presentation:** focus on introduction of real-world problems and how to model them as data mining tasks, and project planning considerations.
2. **Project progress presentation:** focus on technical details, like data pre-processing, algorithm choices and tuning, evaluation methods, etc.
3. **Final project presentation:** focus on result analysis and drawing appropriate conclusions; tell a compelling data mining story. Writing allows you to think thoroughly and elaborate on details. Summarizing a project’s phases into an illustration forces you to choose the most important information to present, and visually and sequentially organize their relationship. That is why you will do both writing and drawing for the project planning phase. In class, you will present by showing just your illustration. I will provide comments back to you on your writings.