Dear Learner,

Please submit your final report here.

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| --- | --- |
| **Review Parameters** | **Review Points** |
| **1. Introduction** | 3 |
| - Brief introduction about the problem statement and the need of solving it. |  |
|  |  |
| **2. EDA and Business Implication** | 5 |
| - Uni-variate / Bi-variate / Multi-variate analysis to understand relationship b/w variables. How your analysis is impacting the business? |  |
| - Both visual and non-visual understanding of the data. |  |
|  |  |
| **3. Data Cleaning and Pre-processing** | 8 |
| - Approach used for identifying and treating missing values and outlier treatment (and why) |  |
| - Need for variable transformation (if any) |  |
| - Variables removed or added and why (if any) |  |
|  |  |
| **4. Model building** | 8 |
| - Clear on why was a particular model(s) chosen. |  |
| - Effort to improve model performance. |  |
|  |  |
| **5. Model validation** | 8 |
| - How was the model validated? Just accuracy, or anything else too? |  |
|  |  |
| **6. Final interpretation / recommendation** | 8 |
| - Detailed recommendations for the management/client based on the analysis done. |  |

Please note the following:

* You have to submit 2 files :
  1. **Business Report:**In this, you should cover all the topics given above in a sequential manner. It should include a detailed explanation of the approach used, insights, inferences, all outputs of codes like graphs, tables, etc. **and their business implications**. Your report should **not** be filled with codes. **You will be evaluated based on the business report**.
  2. **Python Notebook file**: This is a must and will be used for reference while evaluating. Failing to do so shall lead to **ZERO** marks in all the sections where code file is necessary.
* Please note that evaluation will happen on Business Report. The Python-code is only for reference. If you fail to submit the Business report **ZERO** Marks will be awarded.
* Any notes found copied/ plagiarized with other(s) will not be graded and marked as zero.
* Please ensure timely submission as the post-deadline assignment will not be accepted.

**Standard Instructions for Business Report:**

* All pages must be numbered.
* Tables/figures/charts/graphics (if any) must have number and title.
* Groups must make sure visualizations are clearly read at usual magnification and add value to the Report
  + All visualizations must be clearly labelled.
  + All axis labels and legends must be legible.
  + Tableau graphics default mode is not always conducive to normal copy-paste. A proper adjustment may be required.

**All raw codes and raw outputs must be in the Appendix. Illegible graphs and raw codes and raw outputs in the body of the report will mandate a heavy penalty.**

Regards,

Program Office

**Scoring guide (Rubric) - Some Rubric (1) (1)**

| **Criteria** | **Points** |
| --- | --- |
| **Introduction - What did you wish to achieve while doing the project ?** | 3 |
| **EDA - Uni-variate / Bi-variate / Multi-variate analysis to understand relationship b/w variables. - Both visual and non-visual understanding of the data.** | 5 |
| **Data Cleaning and Pre-processing - Approach used for identifying and treating missing values and outlier treatment (and why) - Need for variable transformation (if any) - Variables removed or added and why (if any)** | 8 |
| **Model building - Clear on why was a particular model(s) chosen. - Effort to improve model performance.** | 8 |
| **Model validation - How was the model validated ? Just accuracy, or anything else too ?** | 8 |
| **Final interpretation / recommendation - Very clear and crisp on what recommendations do you want to give to the management / client.** | 8 |

# Some Dos and Don’ts for Project Report

The objective of the project report is to showcase your ability to solve a technical problem. For capstone project focus must be on the business problem and how to solve the problem through analyzing the data.

Remember, only performing various visualizations is not a good capstone project. It must contain enough material on predictive modelling.

* Follow the guidelines provided by the Program Office.
* Try to keep your report within **25 pages**.
* The main body of the report must not contain any code unless codes and their modification are the objectives of the report.
* Typically literature review is given at the beginning of the report.
* For a professional-looking report, Exploratory Data Analysis needs to be presented in a nice tabular form for easy comprehension and comparison.
* For the presentation of tables and charts, copy and paste from Python code output is not a good idea.
* Tables, figures, graphs must be easily readable. Work on the axis labels and legends so that the information imparted is clear. (Eg, learn the usage of 'matplotlib' and 'seaborn' well to change fonts for charts and graphs)
* If a table is to be presented, the whole table and not only a snapshot is to be provided.
* Present all numbers up to 2 places of decimals only, unless required otherwise.
* A final section with a set of recommendations needs to be given.
* The report may contain appendix where there is no page limitation. The appendix can contain all code in the raw form and/or less important tables, charts, figures etc.
* You may refer to the appendices from the main body of the report wherever necessary.
* If necessary you can include a spreadsheet as part of appendix.
* Do not use any non-standard abbreviation or acronym in your report.