BUAN 4310 Project Problem 3 (short)

Albers School of Business and Economics

Warning: LOOOOOOOOOOONG document 😊

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# Overview

In this project, we will stay in our groups of 2-3[[1]](#footnote-1) students. Each group is similar to a consultancy and will be engaged to solve various problems that require our expertise in data mining.

**VERY IMPORTANT**: As with all projects and assignments, please ensure that the work and analyses are solely the group’s and not taken from another source. Using someone else’s or another party’s work and analyses amounts to plagiarism and will be handled according to SU’s policies. While we can use various sources as guides or references, please kindly understand that for purposes of the course, it is important to demonstrate our ability to solve the problems using data mining techniques. In other words, we have to showcase our abilities.

**ALSO VERY IMPORTANT**: Since we will select our own group mates, intra group issues, such as workload distribution, commitment, disputes, etc, should be handled by the group members internally. It’s a 4000-level course, and we should be ready to work even with team members that we hardly know and make it work somehow. The jedi master is not likely to intervene in the event of an intra group dispute; the jedi mind trick has its limits ☺ Please take this as a learning experience that perhaps forces us out of our comfort zones to adapt to our environment and teams. Nonetheless, since this is a class setting, there is an optional peer evaluation of each group member’s contributions towards the end of the quarter. Each group member will rate the other group members on a scale of 1 to 5. The average score will determine the percentage of each member’s total project score.

In addition, all deliverables should be professionally prepared. This is included implicitly in the requirements (especially since we are business students). While deliverables are not graded for grammatical and typographical errors (this is not an English or Literature course), the language should be professional, coherent, and comprehensible. We may share this on our GitHub pages for our job hunt, so please ensure the deliverable is presentable. If need be, please feel free to utilise the writing centre (please refer to the syllabus) prior to submission.

# Problem: Fantastic Houses and Where to Find Them

**Due: Dec 5, 2021**

On one Earth in the multiverse of madness: With escalating home prices in King County, an aspiring NoMaj (i.e. muggle), Jacob Kawalski, who has been sleepless because Queenie decided to join the dark side, launch a real estate business. However, he needs to understand the real estate market.

The dataset (kc\_house\_data\_2.csv) includes home prices in King County. The corresponding documentation (Real Estate in King County documentation.docx) provides the variable definitions. Using various data mining techniques, explore the data and build a suitable model to help Jacob determine what predicts home prices in King County.

Each group will be assigned a random sample of the larger dataset (about 12,000 records). From the dataset (house\_1.csv, house\_2.csv, house\_3.csv, … house\_n.csv), we will build and select an appropriate model for the company and predict the price (i.e. the target variable) of the new houses given (house\_test\_1.csv, house\_test\_2.csv, house\_test\_3.csv, ….., house\_test\_n.csv )[[2]](#footnote-2).

In some cases, the resultant model may not be that good. In reality, we don’t always get nice models. Often, we have to do more data preparation to get very good models[[3]](#footnote-3). Furthermore, sometimes, we may only be able to get a good model from a subset of the data. In other words, the model may only apply to certain groups of records. This naturally, requires exploration (i.e. a lot of work!). Given our time constraint, if we have sufficiently exhausted all our resources by the deadline, report the best model and note the results and diagnostics of the other models built[[4]](#footnote-4) to justify your selection. In this case, make appropriate recommendations to your client. Be professional!

# Directions

For purposes of the project, the following is a broad outline of how to approach the problem. Please note that in practice, we may not be given these.

* Select the appropriate variables to train one appropriate model that predicts the target variable[[5]](#footnote-5).
* Justify your choice of the model.
* If the data were transformed prior to training the models[[6]](#footnote-6), include that in your report.
  + This may require a bit of work as we are expected to select the appropriate predictors and adjust the model specifications to build the best models.
* From the results, make a justification for your model and explain your results. Be sure to translate the results for your client (i.e. a business audience), who may not be able to interpret the technical details.
  + Please note that sometimes, the best model may not be that fantastic. This can happen in practice because of the quality of the data and other reasons. For purposes of the project, just report the results accordingly and make a note about how future models can be enhanced in the conclusion of the deliverable.
* Use the model to predict the price of the new houses given.

# Deliverable

We are to submit a professionally prepared R script or Rmd markdown report (word, pdf, or html) with the explanations and results. Submit the report on Canvas by the due date.

Even though the data are fairly clean, some degree of data cleansing may be needed expected. Students should spend some time getting the data ready for analysis.

Some level of domain knowledge may be required to know how to explore and analyse the data. As consultants to your client, it is necessary to understand the business domain so as to select the appropriate predictors in the models

The single R/Rmd report should include the following at the very least:

* Brief problem description (as given)
* Objective (as given)
* Describe the data (i.e., what is this dataset about? What are the key variables?). There’s no need to do an EDA here, unless it’s used to support/explain the results.
* Details on data transformations (if any)
* Details on your model[[7]](#footnote-7)
  + For purposes of this problem, just include 1 model in your solution
  + Including the data transformation (if any), pre-processing, specifications, explanation of set up and variable selection, results, interpretation, model evaluation[[8]](#footnote-8).
* Discuss how good your final model is
* Predictions for the new houses using your model

Late submissions without an approved extension are subject to a late penalty of 5% per day late. Please let the jedi master know if you have difficulty with the deadline and we’ll try to work something out.

# Project Problem 3 Rubric

The grading rubric is given below[[9]](#footnote-9). Approximately 5% of the grade is allocated to truly OUTSTANDING work. This involves going well beyond the expectations, thinking well outside the box, putting in very substantial effort, and providing additional explorations and manipulations[[10]](#footnote-10).

|  |  |  |  |
| --- | --- | --- | --- |
|  | OUTSTANDING | ACCEPTABLE | TROLL |
| **Business understanding**  **2 points** | 2 points  Strong description of the business problem. Good description of the data, purpose of the data. Clearly explained to business people. | 1 point  Fair description of the business problem; and/or fair description of the data, purpose of the data; and/or some purposes of the data are not clearly explained to business people. | 0 points  Poor discussion of the business problem. Not clearly explained to business people. Some questions remain about the data and/or what they can be used for. |
| **Data understanding**  **3 points** | 3 points  Fully demonstrates critical understanding of the data, including the data types, missing data, outliers, distributions, and descriptives. Clear explanations of what this understanding means to business people and what they can be used for. | 1 points  Fairly demonstrates critical understanding of the data, including the data types, missing data, outliers, distributions, and descriptives. Fair explanations of what this understanding means to business people and what they can be used for. Some questions remain that are unclear about the data. | 0 points  Poorly demonstrates critical understanding of the data, including the data types, missing data, outliers, distributions, and descriptives. Poor explanations of what this understanding means to business people and what they can be used for. Many questions remain that are unclear about the data. |
| **Data mining**  **13 points** | 13 points  Correct set up of the model. Good justification of the variables. Good explanation of the results. Good justification of the model. Correct classification of the new records. | 9 points  Somewhat correct set up of the model; and/or fair justification of the variables; and/or fair explanation of the results; and/or fair justification of the model; and/or fair classification of the new records. | 0 points  Irrelevant. |
| **Presentation quality**  **1 point** | 1 points  Professional and cohesive presentation. Covers key aspects and presents clear ideas to the audience. | 0.5 point  Somewhat professional and/or somewhat non-cohesive presentation. Covers some key aspects and presents clear ideas to the audience. | 0 points  Unprofessional and/or non-cohesive presentation. Does not quite cover key aspects and present clear ideas to the audience. |
| **Exceptional work**  **1 point** | 1 point  Satisfied all other criteria. Well above and beyond the expectations of the assignment. Highly insightful recommendations that are well communicated to a business audience. Includes very sound additional analyses to support the findings, critical questions to ask of the data, and in-depth insights on analytical methods. Incorporates extensive, well-researched domain knowledge to support the analyses. Demonstrates critical understanding, such as strengths and limitations, of the appropriate methods and extensive, accurate domain knowledge, to use for analysis. | 0.5 points  Satisfied all other criteria. A little beyond the expectations of the assignment. Somewhat insightful recommendations that may or may not be well communicated to a business audience. Includes some additional analyses to support the findings, critical questions to ask of the data, and in-depth insights on analytical methods. Incorporates some domain knowledge to support the analyses. Demonstrates fair understanding, such as strengths and limitations, of the appropriate methods and domain knowledge, to use for analysis. | 0 points  Did not go above and beyond expectations. |

1. No more than 3. However, if you wish to work in a pair, please have a good justification. For purposes of the project, which is a lot of work, solo undertakings are strongly discouraged. Furthermore, a big part of this field is to learn to work in teams. Often, we don’t even get to choose who we work with. [↑](#footnote-ref-1)
2. Each group is given a different set of new customers. [↑](#footnote-ref-2)
3. Data analysts’ jobs are mostly data preparation (maybe 75% - 80%), compared to the actual analysis. [↑](#footnote-ref-3)
4. Naturally, to say we have exhausted all our resources, we should have built several decent and well-justified models. These have to be fully explained in an Appendix. [↑](#footnote-ref-4)
5. For purposes of the project, no additional credit will be given for building >1 model. [↑](#footnote-ref-5)
6. We may choose a different application to transform the data if preferred. [↑](#footnote-ref-6)
7. The accuracy may/may not be very nice. Such is characteristic of real data in practice. [↑](#footnote-ref-7)
8. For a business audience, sometimes we may skip some of these. But if questioned by a more technical audience, these details may come in handy. [↑](#footnote-ref-8)
9. Please note that in all written assignments, there will be an element of subjectivity. All grade disputes (if any) should be followed up within a week of releasing the corresponding grade for the graded deliverable. [↑](#footnote-ref-9)
10. One idea is to perform various data transformations in preparation for proposed data analysis methods and to arrive at very interesting results. This naturally, takes a lot of time. [↑](#footnote-ref-10)