<u>STAT207 – Data Science Exploration – Final Group Project – 150</u> Points

Due: Monday, May 5th 11:59pm CST on Canvas.

Group Work

- You should work in groups of 3-4.
- There is a penalty for working in a group with less than 3 people.
- As an individual, you must do at least 25% of the work in your team to get full credit.

To receive full credit, you should follow the steps and answer the questions given in this document for your project.

<u>Text that appears in the oranges boxes below is new and unique to this final project. The rest was</u> discussed and requested in mini-project #1 and #2.

1. Primary Research Goal of Analysis: [Prediction]

The primary research goal of this project is to **build a predictive model** that will perform the best when predicting your chosen **categorical response variable (with two levels)** in *new datasets*.

2. Secondary Research Goal of Analysis: [Interpretation]

Ideally, we would like for our chosen model to also **yield reliable interpretative insights** about the nature of the relationship between the variables in the dataset.

3. Secondary Research Goal of Analysis: [Descriptive Analytics]

You should also thoroughly **describe** the nature of the variables as well as the **relationship** between the variables that you would like to use in your model. These descriptive analytics techniques that you use should be interpreted in the context of your primary research goal.

Qualitative Assessment of Report

In addition to being graded for correctness and completion, this project will be graded on a qualitative basis. Qualitatively, we will be looking for the following things.

Clarity about Analyses, Algorithms, and Data Choices

- Someone who has taken STAT207-level class should be able to read through your report and easily be able to do the following.
 - Replicate what you did in your analyses, without looking at the code!
 - Know why you made the choices that you did in your analyses.

Clarity about Motivation (ie. the "so what?") of your Analyses

- o Beginning of the Report:
 - Someone who is about to read your report and watch your presentation should be able to clearly answer the questions.
 - "Why should I (or someone else) care about the report that I am about to read/listen to?"
 - "What research questions do they intend to answer?"
 - "How do these research questions relate to their motivation?"
 - Therefore, in the introduction of your report and presentation you should make this clear.

o Middle of the Report:

- While **in the middle of** your report and presentation, your audience should be able to clearly answer the question.
 - "How do each of these analyses/algorithms/data choices that they're making/using tie back into the overarching motivation of this whole analysis?"
- Therefore, for each new analysis/model/algorithm/data choice that you make, you should explain this and make it clear to your audience.

o End of the Report:

- Someone who has just finished reading your report and watching your presentation should be able to clearly answer the questions:
 - "Why should I (or someone else) care about the analysis that I just read/listened to?"
 - "Did their analyses and conclusions answer the research questions that they stated at the beginning of the report/presentation? If so, how? What were the answers to these research questions?"
 - "How would the results/answers to these research questions be useful to someone?"
- Therefore, in the conclusion of your report and presentation you should make this clear.

Professionalism

- Your report and findings should be well-explained and written in paragraphs and complete sentences and in the markdown cells (not in code blocks or in comments).
- o Do not just spit out code and expect your reader to automatically know:

- Why you chose to use this code, what its purpose is, what you're doing in the code block, and what you want them to notice in the result.
- Why the output of your code is important.
- How your code answers any relevant questions.
- Any paragraphs, sentences, and explanations that you write should be considered satisfactory to, say, your high school writing teacher.

Intended Audience/Reader of your Project

The intended audience of your report/presentations should be someone who has the same level statistical/python knowledge as you and your STAT207 classmates. **Theoretically, you should be able to send your report to one of your classmates and they should be able to understand everything that you did and the claims that you are making.**

Project AI Tools Policy

Code or text that exhibits the linguistic style or structure of AI tools like ChatGPT will lose significant points in the corresponding professionalism sections in the report rubric. The reason for this is because, in addition to running the risk of the AI tools making false claims as well as writing incorrect code (in which you would also lose points for correctness), using AI tools to generate technical content or code can make the reader of your report/code more skeptical that you understand the claims/code that has been written.

Other reasons why ChatGPT generated content in a report can lead to a decline in report professionalism are the following.

- The report is written in a style/to an audience that is not our intended target audience (ie. a boss/client/researcher that has the same STAT207 knowledge as you). For instance, your report should not read as if you are educating the reader on a new topic that they are not familiar with.
- The report injects superfluous, off-topic sentences/code that are not relevant to the target reader and your overarching research motivation. This can make your report less concise, readable, and clear.
- The report discusses broad potential generalities, rather than address what you know about the actual dataset that you are exploring.

What's not ok

• GENERATING code/content with AI tools will lose points.

Project Format [5 components]

Project Report [100 pt]

Deadline: Monday, May 5th 11:59pm CST on Canvas.

Should contain: Everything stipulated in the Project Report Specifications discussed below.

Format:

- Jupyter notebook.
- This should look like a clean data analysis report that you would theoretically submit to an employer (not a homework assignment). Thus, at the very least, your report should have:
 - a title
 - headings for each of your sections
 - You should write paragraphs and in complete sentences.
- You can use and modify the attached project Final_Project_YOURNAMESHERE.ipynb file as a template for this report if you'd like. You can add and delete as many cells as you'd like in this file.

Graded:

O See "Project Report Specifications" section below for point breakdown.

Project Presentation [25 pt]

Presentation Date:

- During your final lab section time Tuesday May 6 in-person.
- If you foresee an issue in presenting on May 6 let me know asap!

Format:

- Your presentation should be <u>no more than 9 minutes.</u>
- You must present some part of the presentation in order to get full presentation credit.
- o Presentation should be presented in **slides** (not the Jupyter notebook).

Graded:

See attached presentation rubric for what you should present and how you will be graded.

Report Peer Evaluation [10 pts]

Deadline: Friday, May 9th 11:59pm CST on Canvas.

Steps:

- You will be randomly assigned to read another group's report (as an individual).
- O After reading their report you will fill out a survey form on **Canvas**, which will ask you the following questions (see last pages of this document).

Graded:

For completeness

Presentation Peer Evaluation [10 pts]

<u>Deadline</u>: Friday, May 9th 11:59pm CST on Canvas.

• Steps:

- O You will be randomly assigned to **watch** another group's presentation in your lab (as an individual). It will not be the same group that you read the report for.
- After watching their presentation, you will fill out a survey form on Canvas, which will ask
 you the following questions (see last pages of this document).

• Graded:

For completeness

Individual Research Impact Questions [5 pts]

<u>Deadline</u>: Friday, May 9th 11:59pm CST on Canvas.

• Steps:

- O As an individual, you must do at least 25% of the work in your team to get full credit.
- O You will be asked a few questions about the work that you *individually* contributed to your group.
- O You should have an understanding as to how your individual contributions influenced and were influenced by the insights and decisions made by your teammates. (See questions in last pages of this document)

• Graded:

For completeness

Dataset Options

You can choose your own dataset or you can use the supplied dataset discussed in the next page.

The csv for this dataset is located in the same folder that this document is in. There is more information about each of these datasets below.

There are several places you can go to to find interesting datasets, but here are some places you can start.

https://www.kaggle.com/datasets

https://corgis-edu.github.io/corgis/csv/

https://archive.ics.uci.edu/ml/datasets.php

https://data.world/datasets/regression

https://github.com/fivethirtyeight/data

For students interested in sports data:

- NFL: https://www.nflfastr.com/
- MLB and other baseball: https://billpetti.github.io/baseballr/
- CFB: https://saiemgilani.github.io/cfbfastR/index.html
- More sports stuff: https://sportsdataverse.org/

Choosing your Own Dataset

If you decide to choose your own dataset, it must meet the following specifications.

- 1. It must have at least 50 rows.
- 2. It must have at least **6 meaningful variables**. That is, six variables that are either categorical or numerical.
- 3. You will build predictive models that will predict a <u>categorical response variable (with 2</u> <u>distinct values)</u> with <u>at least 5 explanatory variables</u>.
 - a. Your response variable should be categorical (2 distinct values).
 - b. You should have at least one numerical explanatory variable.
 - c. You should have at least one categorical explanatory variable.
- 4. Your categorical variables should not be something with a distinct value for every row (like name/userid/etc).

Pre-Selected Dataset Option

1. <u>Video Games Dataset</u> Originally collected by Dr. Joe Cox, this dataset has information about the sales and playtime of over a thousand video games released between 2004 and 2010. The playtime information was collected from crowd-sourced data on "How Long to Beat".
Some more information can be found here.

This is where Dr. Ellison downloaded this csv file from on 9/8/2023.

Final Project Report Specifications

Your report should include the analyses, code, and explanations detailed in each of the following sections. These specifications are completely new for your final project. You should read over the whole thing.

1. Introduction	General
You should write an introduction (1-2 paragraphs) for your report. Your introduction should	Point
include/incorporate the following things.	Breakdown
Report Professionalism	
* Write in complete sentences	
* Write text in the markdown files (not code blocks).	
* You are not copy-pasting the prompts/questions from this rubric and answering them. Rather, you	
should incorporate the requirements in this rubric naturally into a paragraph.	1.5
Research Introduction and Motivation	
* Clearly state the motivation for why someone might want to build a predictive model that predicts	
YOUR PARTICULAR BINARY RESPONSE VARIABLE for NEW DATASETS.	
* Describe at least one person (or type of person) who may find your predictive model useful and how	
they might use it.	
* Do you think this person would desire a classifier that that was better at classifying the "positives" or	
better at classifying the "negatives" of your response variable? Or would they prefer equally high	
accuracy for both "positives" and "negatives"? Explain.	
* You should use at least TWO CITATIONS that support your motivation/answers in this section.	
TOU SHOULD USE ALLEAST LAVO CITATIONS THAT SUDDON VOUL HIGHVAHOU/AHSWELS III THIS SECTION	
* Make sure that your citations are referenced and cited appropriately in this document.	6
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State where YOU got this csv file (dataset) from.	
* Provide a link/reference to where it came from.	
State when you downloaded this csv file.	1.5
The state of the s	
Original Dataset Information In the place where you found this dataset, try to answer the following	
questions. If the source does not give the answer to these questions, say so.	
What do the rows (ie. observations) represent in this dataset?	
How was this dataset collected?	
* Is this dataset inclusive of ALL possible types of observations that could have been considered in this	
dataset? If not, what types of observations might be left out?	
* How does your answer to the question above impact the types of actions that the person in your	
research motivation might take based on the answer to your research questions?	3
Selected Variables	
* Briefly describe the variable you intend to use as your response variable.	
Briefly describe the 5+ explanatory variables you intend to use in your model.	
* Why did you choose to focus on these 5+ explanatory variables?	1.5
ou should show and discuss any dataset cleaning decisions that you made in this section.	
Report Professionalism	
* Write in complete sentences	
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* Write text in the markdown files (not code blocks).	
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Other Data Cleaning	
* When you tried to answer your research questions below, did you discover any other data cleaning	
ideas that might help make the answer to your research question more clear? What were they? Why did	
you choose to perform this additional data cleaning?	
* If there are, do so here.	
* If you dropped rows, how many did you drop?	1.5
4. Preliminary Analysis	
4. I Tellillially Allalysis	
Report Professionalism	
* Write in complete sentences	
* Write text in the markdown files (not code blocks).	
* You are not copy-pasting the prompts/questions from this rubric and answering them. Rather, you	
should incorporate the requirements in this rubric naturally into a paragraph.	1.5
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Relationships between the Response Variable and the Explanatory Variables	ļ
* Visualize the relationship between your explanatory variable and the response variable with the	
appropriate plot. Do this for every explanatory variable.	
* Which explanatory variables have strong relationships with the response variable?	
* Which explanatory variables have weak relationships with the response variable?	4
Relationships between Explanatory Variable Pairs	
* Visualize the relationship between each pair of your explanatory variables with the appropriate plot.	
* Are there any pairs of explanatory variables that have strong associations with each other?	4
Interaction Effects	
Interaction Effects * For every (associated associated	
* For every (numerical explanatory variable, categorical explanatory variable) pair, determine if there is	
an interaction between how these two explanatory variables impact the predicted response variable.	_
* Use the appropriate visualizations and models that we discussed in Unit 14 to show this,	4
5. Model Data Preprocessing	
We will be using the scikit-learn LogisticRegression() function to build our logistic regression models, becau	se we will
be using cross-validation techniques to select our best model in section 6.	
<u>0/1 Response Variable</u>	
* Make sure you have created your 0/1 response variable if you haven't done so already.	1.5
Features Matrix and Target Array	
	1.5
* Make sure to create a features matrix and target array.	1.5
Explantory Variable Scaling	
* Because of our secondary research goal which focuses on model interpretability, you should scale your	
numerical explanatory variables.	1.5
' '	
Indicator Variables	
* Be sure to translate your categorical explanatory variable(s) into indicator variables.	1.5

6. Feature Selection with k-Fold Cross-Validation

In order to make more robust estimates as to how a given model might perform when classifying observations in NEW datasets, we will use k=5 fold cross-validation to assess a given models performance (rather than the train-test-split method). Specifically, we will measure the **average test AUC** of a given model.

Thus, we would like to select a logistic regression model that has the highest average test AUC in the k=5 fold cross-validation.

You can choose from one of three feature selection techniques below which will attempt to find this logistic regression model with the highest average test AUC.

OPTION A: Backwards Elimination with Cross-Validation

Perform a backwards elimination algorithm that tries to select the logistic regression model with the highest average test AUC in the k=5 fold cross-validation.

10

OPTION B: Forward Selection with Cross-Validation

Perform a forward selection algorithm that tries to select the logistic regression model with the **highest** average test AUC in the k=5 fold cross-validation.

10

OPTION C: Regularization with Cross-Validation

- 1. Select at least one type of logistic regularization model (ie. LASSO, ridge regression, elastic net) that you would like to use.
- 2. Discuss WHY you chose this particular type of regularization model (if you only looked at one like LASSO).
- 3. In this section you should train MANY regularization models using MANY different values of lambda with your features matrix and target array. And you should evaluate each of these models by calculating the average test AUC in the cross-validation.
- 4. Your goal here is to try to find the lambda value in your chosen regularization model which will yield the HIGHEST possible average test AUC in the cross-validation.
- 5. Try out at least 100 evenly spaced lambda values within a certain range and examine how the average test AUC changes (see individual lab assignment 8) in a line plot.
- 6. If you don't see a "peak" average test AUC value in your line plot, then keep broadening your range of lambda values until you do see a peak. However, it is possible that your "peak" is at lambda = 0. It's also possible that the true average test AUC peak happens in the "gap" between two of your lambda values that you tried out.
- 7. Show the highest average test AUC that you found and the lambda value that corresponds to it.

10

7. Best Model Discussion

You'll discuss the "best model" that you found from #6 here.

Report Professionalism

- * Write in complete sentences
- * Write text in the markdown files (not code blocks).
- * You are not copy-pasting the prompts/questions from this rubric and answering them. Rather, you should incorporate the requirements in this rubric naturally into a paragraph.

1.5

Train-Test-Split

* Randomly split your dataset into a training dataset and a test dataset.

1.5

Fit the Chosen Model	4.5
* Actually fit your best model from #6 with your training features matrix and target array.	1.5
<u>Equation</u>	
* Write out the equation of the best logistic regression equation that you selected in #6.	
* If you used a regularization model had some of your slopes have been "zeroed out", then you can leave	
these explanatory variables out.	
* Make sure to use the appropriate notation discussed in class.	2.5
<u>Multicollinearity</u>	
* Do the remaining explanatory variables (or explanatory variables with non-zero slopes) in this model	
exhibit an issue with multicollinearity? Explain.	2.5
Slope Interpretations	
* Are you able to interpret the magnitudes of the slopes as indicating how important the corresponding	
explanatory (or indicator) variable is when it comes to predicting your response variable in a logistic	
regression model? Explain.	
* If you are able to, which explanatory (or indicator) variables are the most important?	2.5
Overfitting Explanatory Variables	
* Does the fact that this is your "best model" (after performing feature selection) suggest that some of	
your original 5+ explanatory variables were overfitting the model? If so, which ones?	
* Let's explore why these overfitting variables may have been overfitting:	
- Describe the strength of the relationship bewteen any of these overfitting explanatory variables and	
the response variable.	
 Were any of these overfitting explanatory variables strongly associated with another explanatory 	
variable that is still left in the model?	4
Test ROC and AUC	
* Plot the ROC curve for this logistic regression model and the test dataset.	
* Calculate the AUC of this ROC curve.	
* Interpret this test ROC and AUC. What does the ROC and AUC tell us about our best logistic regression	
model's ability to classify the observations in this test dataset in general?	4
Best Predictive Probability Threshold * Use this BOC comes to colors a good intime manabability threshold that best goods the good includes good and the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the colors of the good interpretability of the second of the good interpretability of the good inte	
* Use this ROC curve to select a predictive probability threshold that best meets the particular research goals of the person that you described in your research motivation.	
* What is the test FPR and TPR of the classification that would be created using this predictive probability	
threshold?	
* Put this FPR and TPR into words in the context of your research analysis.	4
- at this first and first into words in the context of your research analysis.	<u> </u>
8. Additional Analysis/Insight	
Report Professionalism	
* Write in complete sentences	
* Write text in the markdown files (not code blocks).	
* You are not copy-pasting the prompts/questions from this rubric and answering them. Rather, you	
should incorporate the requirements in this rubric naturally into a paragraph.	1

	i i
1. Perform one additional analysis with this dataset that is outside of the scope of the questions that I	
have specifically asked in this document.	
2. This "analysis" can involve creating another visualization, using another analysis (learned in this class),	
using another analysis (learned in another class, like k-means), or any other technique that you think	
would be interesting and helps advance one of your three research goals.	
3. How do your insights from this additional analysis advance one of the three research goals that you're	
pursuing in this report?	G
9. Conclusion	
Report Professionalism	
* Write in complete sentences	
* Write text in the markdown files (not code blocks).	
* You are not copy-pasting the prompts/questions from this rubric and answering them. Rather, you	
should incorporate the requirements in this rubric naturally into a paragraph.	1.5
* Would be a second as a least we delta be used by the general that we recent in our line as a	
* Would you recommend your best model to be used by the person that you mentioned in your	
motivation? Why or why not? (At the very least, you should discuss and interpret the average test AUC	2
of your best model here).	3
Shortcomings/Caveats	
* Do you know FOR SURE that your chosen best model will yield the HIGHEST possible average test AUC	
out of all possible models that you could make with this dataset?	
* What are some other techniques and steps that a more "complete" analysis would have also tried in	
search of a model with the highest average test AUC?	
* Discuss any other shortcomings to your analysis here (all analyses have SOME shortcomings).	3
Future Work	
* Based on what you observed in your analysis, what is one idea you might have for future work?	3
Total	100

Project Presentation Rubric [25 points]

PRESENTATION

Length [3 points]

• The presentation is no longer than 9 minutes. (-1 point for every 20 seconds over 9 minutes).

Clarity and Motivation [2 points]

- Clearly states their research goals.
- Clearly states and "sells" their motivation for the analysis. The motivation is believable.
- Clearly states the extent to which they achieved their research goals.

Presenting [3 points]

- All team members speak and present some portion of the material.
- Team members speak loud enough for everyone to hear.
- Team members understand the material, they are not reading directly from a notecard or script.

SLIDES

Content [10 points] You should present some content on each of these topics.

- Motivation and introduction
- Very brief display/discussion of the dataset (no more than 30 seconds).
- Briefly discusses any data cleaning decisions made (no more than 30 seconds).
- Show noteworthy visualizations from your descriptive analytics section. Why were these visualizations that you showed noteworthy with respect to your research goals?
- Discusses the model selection technique used.
- Shows the best model found by the feature selection technique and shows the improvement in average test AUC, compared to the full model.
- Writes out the best logistic regression model equation.
- Discusses insights from the "best model" discussion section.
- Conclusion (including shortcomings)

Correctness [3 points]

• Analyses are appropriate for the data, results are interpreted correctly.

Layout [4 points]

- No code shown on the slides!
- No irrelevant code output is shown on the slides.
- Content is well organized.
- Fonts are easy to read.
- Visualizations are not messy and are easy to see and interpret.
- Slides are engaging.
- Slides are not too wordy.
 - o Your slides should not contain paragraphs of text.
 - Should use bullet points.
 - Complete sentences are often not needed and can be visually burdensome.

Report Peer Evaluation Questions [10 points]

Your assigned group will see your responses.

These questions will be posted on a Canvas quiz for you to submit.

Motivation

1. What is the **motivation** for the analysis in this report? Or in other words, why should you (or someone else) care about the analysis that you just read?

Research Question/Answer

2. What was their **research questions** or **goals** of the analysis, and what was the **answer/outcome** of their question/goals?

<u>Usefulness</u>

3. For the person/type of person that they talked about in their motivation, what do you think would be their "next steps" after reading this analysis?

Correctness

- 4. Did you catch any code or interpretation errors in this analysis? If so, what did you catch?
- 5. **How confident** are you that you have caught all the code/interpretation errors in this analysis (if any)? Explain your answer. **Describe your process for how you went about looking for errors.**

Robustness

6. Name at least one **step/decision/interpretation** that this person made in their report in which you could envision another data scientist doing something different. Why do you think that this other data scientist might have done something different?

Transparency

- 7. Were there any analysis decisions made in this report, in which they made a particular decision, but **did not explain** either:
 - o that they **made a decision** or
 - o why they made that particular decision?

If so, what were they?

8. Are there any **shortcomings** that you can think of (the report should have mentioned some) in which their analyses may not have provided *perfect* answers to their research questions.

Clarity/Readability

- 9. Roughly how long did it take for you to come up with an answer to each of questions (1)-(8) above?
- 10. What are some **tips** that you would give to this researcher for how you might have been able to come up with answers (1)-(8) more easily/more quickly?

Presentation Peer Evaluation Questions [10 points]

Your assigned group will see your responses.

Motivation

1. What is the **motivation** for the analysis in this presentation? Or in other words, why should you (or someone else) care about the analysis that you just watched?

Research Question/Answer

2. What was their **research questions** or **goals** of the analysis, and what was the **answer/outcome** of their question/goals?

Usefulness

3. For the person/type of person that they talked about in their motivation, what do you think would be their "next steps" after watching this presentation?

Correctness

- 4. Did you catch any **analysis** or **interpretation errors** in this analysis? If so, what did you catch?
- 5. **How confident** are you that you have caught all the errors in this analysis (if any)? Explain your answer. **Describe your process for how you went about looking for errors.**

Robustness

6. Name at least one **step/decision/interpretation** that this person made in their analysis in which you could envision another data scientist doing something different. Why do you think that this other data scientist might have done something different?

Transparency

- 7. Were there any analysis decisions made, in which they made a particular decision, but **did not explain** either:
 - o that they made a decision or
 - o why they made that particular decision?

If so, what were they?

8. Are there any **shortcomings** that you can think of (the presentation should have mentioned some) in which their analyses may not have provided *perfect* answers to their research questions.

Clarity

- 9. Roughly how long did it take for you to come up with an answer to each of questions (1)-(8) above?
- 10. What are some **tips** that you would give to this researcher for how you might have been able to come up with answers (1)-(8) more easily/more quickly?

Individual Research Impact Questions [5 points]

These questions will be posted on a Canvas quiz for you to submit.

- 1. What were your individual **contributions** to this group project?
- 2. Select one of your teammates. How might a **decision that <u>you</u> made** in your assigned part of the report have <u>influenced</u> the <u>results</u>, <u>insights</u>, <u>and/or decisions made by this <u>teammate</u> (or vice versa)?</u>
- 3. Select *another one* of your teammates. How might a **decision that** <u>you</u> made in your assigned part of the report have <u>influenced</u> the <u>results</u>, <u>insights</u>, <u>and/or decisions made by this teammate</u> (or vice versa)?