**Individual Writing Assignment (30%)**

**(Due Time: Mar 28th, 11:59 PM)**

**Name: Student ID: Class: Wed/Fri**

**Important Notes:**

1. Please write your **Name, Student ID, and Class Section** on each page of the answer sheets.
2. There are two questions in total. Please write your answers in the next two pages. Each question should be answered within **ONE page** (12 font size, single to 1.5 line space).
3. Please be precise and concise and organize your writing in a structured way, subtitles and key points are strongly recommended.
4. Please include any necessary appendix/references at the end. The references should follow a standard reference style (e.g., APA).
5. Please submit the softcopy via **Blackboard – Assessments – Individual Assignment** (**Late submission will result in 25% deduction from the score).**
6. Plagiarism check will be conducted by Turnitin report. Turnitin similarity index should be < **15%**. Make sure you have enough time to generate Turnitin report before the deadline.

<https://www.polyu.edu.hk/tlit/images/content/Turnitin/Turnitin_LTI_Student_Guide.pdf>

1. **Policy on the Use of GenAI in Assessment**: we follow the university prepared guidelines on the use of GenAI in assessment. You need list the details of your use of GenAI at the end of your report if there’s any. More policy details on the instructions can be found: <https://www.polyu.edu.hk/ar/docdrive/polyu-students/Student-guide-on-the-use-GenAI.pdf>

**Questions:**

**Q1:** (15 points) Having just started your new job at HKTVmall as a business analyst in the marketing division, you are asked to predict customer's responding behavior if they receive a coupon via online promotion using the data such as customer/product/coupon-related features. Please develop your approach creatively to address this problem ***following the steps in the data analytical process***. (Hints: define the target variable with as little ambiguity as possible; for this problem, what would be an instance/example and what features are relevant in your data; what models would you plan to use?)

**Q2:** (15 points) In late 2022, the release of ChatGPT has revolutionized natural language understanding and generation. On February 15, 2024, OpenAI announced another innovative AI model – Sora, representing a significant advancement in AI capabilities and allowing humans to create rich visual content directly from text prompts. In the face of different AI-powered models, please **either find** **one real example** (e.g. online platform, application, software, etc.) **or develop** **your own idea** (which may not be real), to demonstrate how AI models can be applied in our lives or in a business context and create values/threats. Please provide the specific name of the AI application and the articles you refer to, if any.

**Q1:**

**Q2:**

**Declaration *(\*Please delete as appropriate)***

*I declare that Generative AI tools have NOT been used to prepare the submitted work.*

*I declare that Generative AI tools have been used to prepare the submitted work. The Generative AI tools used and the manner in which they were used are as follows:*

**Appendix/References**