

Data Analysis & Visualisation – Coursework 2

Name CONNOR ELLEMENT

Grade 61%

QUESTION	MERITORIOUS 5	HIGHLY COMPETENT 4	COMPETENT 3	PASS 2	FAIL 1
Dataset description (10%)	Provides descriptive statistics for the dataset	Identifies IV and DV	Makes inferences from the structure of the dataset about possible analysis types	Defines the data types	Incorrect, misleading or missing
Hypotheses (10%)	Multiple main hypotheses & multiple alternate hypotheses.	Single main hypothesis & multiple alternate hypotheses OR multiple main with single alternate hypotheses	Main hypothesis & alternate hypothesis	Single hypothesis	No hypothesis
Selection of appropriate techniques (15%)	Multiple relevant techniques selected and justified	Ideal technique selected and justified	Appropriate, if not ideal, technique selected and justified	Appropriate, if not ideal, technique selected	Inappropriate techniques chosen
Application of appropriate techniques (20%)	Multiple relevant techniques used correctly	Discussion of different levels of significance; correlation and causation	Technique applied correctly with confidence levels stated; correlation type	Technique applied correctly at a basic level; correlation identified	Technique(s) applied incorrectly
Interpretation of results (15%)	Full discussion of results	Discussion of multiple hypotheses;	Alternative hypothesis correctly accepted or rejected	Main hypothesis correctly accepted or rejected	Incorrect interpretation
Presentation of results (10%)	Reads like a technical article	Uses appropriate presentation forms with clarity and precision	Uses appropriate presentation forms	Major results can be identified within presentation	Difficult to identify major results
Consideration of other factors (10%)	Recalculates tests once outliers removed.	Detailed discussion of other factors	Considers outliers AND obvious other factors	Considers outliers OR obvious other factors	Not considered
Document presentation (10%)	Reads like a technical review article	Good use of signposting;	Clear sectioning of content; appropriately referenced; technical English	Basic use of introduction, body and conclusion; understandable language	No clear structure; poor language usage

Non-submission for a section will result in a mark of 0 for that section.

Comments

Good choice of graph. IV = Design of website (old or new) DV = number of sales
 Good hypotheses. Clear justification, although in this case it would be better to look for an increase in sales in the new website and use the 1-tail test.
 3.4.4 isn't right - it's not 2/3 tests, it's 3 tests that get increasingly harder to show a positive result. 0.10 is easier than 0.05 is easier than 0.01.