

| Data Mining – Dataset Presentation                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                     |                        |                  |
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| Student                                                                                                                                                                                                                                                                                                                                                                                                                                             | Meher Arasada                                                                       |                        |                  |
| Dataset                                                                                                                                                                                                                                                                                                                                                                                                                                             | Tableau Superstore                                                                  |                        |                  |
| <b>Marking</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                     |                        |                  |
| <b>Presentation/Slides</b> (Clarity, readability, flow, accuracy, completeness, performance)<br>Good slide design and se of images, but the text needs to be a bit larger. Aim for a font size of 20-24 points for clear slides. Clear summary. Be careful with vertical text as it can be difficult to read.                                                                                                                                       |                                                                                     |                        | (10 marks)<br>6  |
| <b>Dataset Description</b> (Where did the data come from? What does the data describe? Is the sample large enough? What data formats and types are involved?)<br>The 'aims' section wasn't needed. Needs more details, e.g. show an example of a few data rows and explain what the attributes are. What has the dataset been used for in the past? Remember to state where the data comes from – in this case the Tableau Team – and give the URL. |                                                                                     |                        | (50 marks)<br>29 |
| <b>Dataset Suitability</b> (What features of the dataset lend themselves to data mining? Has it been mined previously? Why does the student feel that they have the contextual background to work with this data?)<br>Needs more detail of the dataset to really show its suitability. The size and attribute range is good. Prior knowledge of sales data will be useful in the analysis.                                                          |                                                                                     |                        | (20 marks)<br>11 |
| <b>Objectives</b> (What does the student plan to investigate/expect to find? Are these SMART?)<br>These are mostly focussed on Tableau analytics rather than data mining. Remember that three of the four analyses should use Weka rather than Tableau, so you need to think in terms of clustering, classification and association analysis rather than just time series analysis.                                                                 |                                                                                     |                        | (20 marks)<br>10 |
| <b>General comments</b><br>Confident presentation style – good. A lot of information was interesting but not entirely relevant for the slides that were being shown at the time. Remember to practice presentations a few times before the formal event, as several times you stopped as if trying to think of what to say next.                                                                                                                    |                                                                                     |                        |                  |
| Date                                                                                                                                                                                                                                                                                                                                                                                                                                                | 21/1/2019                                                                           | Agreed Final Grade (%) | 56               |
| Tutor Signature                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                        |                  |
| Second Marker Signature                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                        |                  |