

| Data Mining – Dataset Presentation                                                                                                                                                                                                                                                                    |                       |                        |                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------------------------|------------------|
| Student                                                                                                                                                                                                                                                                                               | Ning Zhao             |                        |                  |
| Dataset                                                                                                                                                                                                                                                                                               | Kickstarter Campaigns |                        |                  |
| <b>Marking</b>                                                                                                                                                                                                                                                                                        |                       |                        |                  |
| <b>Presentation/Slides</b> (Clarity, readability, flow, accuracy, completeness, performance)<br>Very good slides. Good presentation style, but try to look at the audience a bit more often.                                                                                                          |                       |                        | (10 marks)<br>7  |
| <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>Good background on the dataset. Plenty of data, although it needs more detail about the columns available.                           |                       |                        | (50 marks)<br>30 |
| <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>Good justification of field removal. Clear discussion of pre-processing issues. |                       |                        | (20 marks)<br>15 |
| <b>Objectives</b> (What does the student plan to investigate/expect to find? Are these SMART?)<br>Good set of potential analysis approaches. PLA will presumably be via information gain or similar.                                                                                                  |                       |                        | (20 marks)<br>14 |
| <b>General comments</b><br>A good confident presentation, although a little light on the dataset description.                                                                                                                                                                                         |                       |                        |                  |
| Date                                                                                                                                                                                                                                                                                                  | 8/11/19               | Agreed Final Grade (%) | 66               |
| Tutor Signature                                                                                                                                                                                                                                                                                       | Nikita Littlewood     |                        |                  |
| Second Marker Signature                                                                                                                                                                                                                                                                               |                       |                        |                  |