

STUDENT NAME:	Chen Tao	GRADE:	64%
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Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
Literature Review: Description of how the work to be done by in the project relates to the work identified in the literature review; Discussion of any ethical issues raised by the project Identifying what has already been done within the field; Topic familiarity; Literature review using appropriate sources - journal papers and book chapters rather than just websites; Selection of relevant models & concepts Good use of international examples to show the severity of the problem and the different data mining techniques that can be applied to it. Identifying the different combinations of parameters to explore via the body of literature is a very good approach.		16
2. Knowledge and Understanding Skills	20	
Intro, aims and objectives: Project title; Identification of a specific problem to be investigated; Well-defined aims and SMART objectives; Explaining why this project is worth doing; Discussion of different ways in which the problem might be investigated; Discussion of what the project needs to do in order to be a success; Description any deliverables that will be produced at the end of the project Good introduction and justification of the study. Aim and objectives are workable, although more detail would be useful.		12
3. Cognitive and Intellectual Skills	30	
Development / Analysis Methodology: Clear statement of which development methods are to be used and why they are appropriate; Clear statement of which tools are to be used and why they are appropriate; Clear description of how data collected will be analysed Conclusion: Expected outcomes/deliverables? What will you submit at the end of the study? A set of recommendations based on synthesis of primary and secondary research? Models and algorithms developed to address specific problems? Web design guidelines? A good description of the methods to be used, but they need to be placed within a more formal methodology. The methodology should really consider a research philosophy (positivism), approach (deductive) and strategies (experimental, document review, case study). There's rather more detail than is needed at this point, but it gives a good idea of how the project will be carried out. Good description of the data set and the use of CRISP-DM. A bit more detail would be useful on ethics, risks, reliability, validity and generalisability but the principles are sound.		20
4. Practical Application Skills	10	
Resources / Planning: List of any deliverables; Clear Gantt chart showing both timing and resource use; Completed ethics form; Limited and relevant appendices When considering resources you should think about hardware resources, software resources, data resources and human resources. The planning is adequate but should have more detail in terms of timings.		6
5. Transferable Skills for Life and Professional Practice	20	
Document Presentation: Correct spelling, grammar and punctuation; Flow of narrative/fluency; Coherence; Word processed ; Correct use of referencing with bibliography; Strict word limit The caption of the figure or table should be listed in the table of figures and table of captions, not the figure or table itself. These should only go into the main body of the text.		10