

MSc Major Project - Final Report – 70%

Student Name:	ZHANG SUPRI
Title of Project:	Customer flow forecast for shops on Koubei.com
Supervisor:	Nik Whitehead
2nd marker:	Kemi Adeneye
Course:	<u>Applied Computing</u> eCommerce Computer Networks Software Engineering Games and Visualisation (please circle)
Project Type:	Survey Review <u>Analysis</u> Experiment Development (please circle)

	Mark %
<u>First Marker's General Comments and Original Mark</u>	66
<u>Second Marker's General Comments and Original Mark</u>	60
<u>Comment After Consultation With Other Marker & Final Agreed Mark</u>	63

Signature: Nik Whitehead Date: 14/9/17
Kemi Adeneye

	Survey	Review	Analysis	Experiment	Development
1. Research-informed Literature					
Introduction	/5	/5	2/5	/5	/5
Literature Review	/25	/40	18/30	/25	/15
Comments: Introduction is v. brief but provides a goal. No splitting into A&O. Literature review needs some diagrams to explain key concepts, id's use of KOP in CB1. Some sections need more references. Discusses DT tools but no comparisons. Needs to link the sections together. Name checks but does not give details. Covers all of the main fields of interest with some explanations. Has all the basic ideas, but there are sometimes lost in the language.					
	Survey	Review	Analysis	Experiment	Development
2. Knowledge and Understanding of Subject					
Methodology	/5	/5	4/5	/5	/5
Data Collection Process Design	/15	-	-	-	-
Requirements/Design	-	-	-	-	/10
Comments: Clear use of appropriate methodology. Needs diagram. Considers risk, generalisability and reliability. Needs more references towards the end sections.					

	Survey	Review	Analysis	Experiment	Development
3. Analysis					
Problem Definition	-	-	6 /10	-	-
Results and Discussions	/30	/30	24/30	/30	/30
Conclusions and Recommendations	/10	/10	6 /10	/10	/10

Comments:

Problem definition - clear description of the datasets, and the data preprocessing.

Clear set of hypotheses.

Good use of correlation to identify attributes of interest. Could have smoothed the data before use, but the analysis tools will mostly compensate for that.

Analysis is wide ranging, although some diagrams are unclear. Selects appropriate algorithms and compares results. Draws conclusions through the main body, but more

	Survey	Review	Analysis	Experiment	Development
4. Practical Application and Deployment					
Development	-	-	-	-	/15
Experimental Design	-	-	-	/15	-

Comments:

detail to the end. Thorough.

Needs more about training/test data split

Open about things that she tried but couldn't get to work

Good use of ensembling to get a low RMSE

Conclusions summarise the results concisely, but repeat some graphics. No real discussion of how the result could be used by clients.

	Survey	Review	Analysis	Experiment	Development
5. Skills for Professional Practice					
Reflection	/5	/5	3 /5	/5	/5
Quality of Report	/5	/5	3 /5	/5	/5
Comments: <i>Some elements should be in other sections, but overall presented quite well. Language is a bit confusing at times but mostly understandable.</i> <i>Reflection covers future potential work and identifies challenges and successes.</i>					
TOTAL:	/100	/100	60 /100	/100	/100