

Coursework Feedback Sheet

Informatics MSc Programmes
Henley Business School



Student ID:	29842724/1	Module convenor:	Dr Yin Leng Tan
Module code:	INMR77	Module title:	Business Intelligence and Data Mining
Coursework title:	Coursework	% weighting toward the overall module mark:	100%

Assessment criteria	<i>Weight</i>	<i>Excellent</i>	<i>Good</i>	<i>Satisfactory</i>	<i>Failing</i>
1. Introduction - problem and opportunity	20		X		
Analysis of the specific problem situation/context to be addressed; discussion of the impact of Airbnb to key stakeholders and how data mining could be used to address the issues identified with justification from relevant literature/sources; a clear statement of your data mining goal.					
2. Data understanding and data preparation	30				X
a) Data understanding: data exploration using relevant techniques and methods and discussion of variables and measurement used with justifications from literature b) Data preparation: data cleaning/missing data handling, data transformation and data reduction with justification of approaches taken;					
2. Model building, results interpretation and evaluation	30				X
Model building: justification of the variables, methods and techniques use for cluster analysis and decision trees; interpretation of the results obtained and comments on the characteristics of the clusters/segments obtained, and evaluation of the model performance for the classification model.					
3. Conclusion, critical evaluation, and further improvement	20				X
Discussion of outcomes of your finding in relation to your data mining goal, limitations of your data mining results - assessment of the suitability e.g. data and variables, methods and techniques used, impact and potential risks for the assumptions made, and suggestion for further improvements.					

Mark	42
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This coursework is moderated in accordance with University guidelines.

Marker:	Dr Yin Leng Tan	Date:	20/06/2022
Moderator:	Dr Giannis Haralabopoulos	Date:	23/06/2022

Marks are provisional and are subject to moderation by examiners.

Turn overleaf for comments and suggestions for improvement.

Comments and suggestions for improvement:

INTRODUCTION: A reasonably good introduction and discussion of the impact of Airbnb backed up by some relevance references but the presentation and structure of the report could be improved. The data mining is clearly given.

DATA UNDERSTANDING AND DATA PREPARATION: The data exploration and data preparation appear to be rather limited nor the section is well structured and presented. Several charts are missing or not displayed properly. Section 2.2. the statements made re short term vs longer is unconvincing and would need further justification e.g. use of references/sources to support your argument. Further data preparation and data transformation would also help.

Model BUILDING, RESULTS AND EVALUATION: There was evidence of cluster analysis but there is little justification of the variables used for the clustering, the results interpretation is also limited. No attempt for the classification model.

CONCLUSION, CRITICAL EVALUATION AND FUTURE IMPROVEMENT: adequate conclusion but missing critical evaluation re discussion of limitations and suggestion for future improvements.

Overall, this is not a passable piece of work. The report is not always easy to follow and would benefit from a better structure and presentation e.g. use of CRISP data mining process, also, numerous figures/diagrams are not shown properly.