

Rubrics for 2nd Presentation

Category	Score	Evaluation (%)
Summary of Revision (How you reflect my comments)	2	
Define business issues or research questions	1	
Provide marketing implications based on analysis results (Be specific!)	1	
Explain the data and identify Y and Xs	1	
Provide graphs related to the issues/questions and interpret them	1	
Provide descriptive statistics tables and interpret them	1	
- Bivariate Analysis Selection and Reason - Regression Model /Decision Tree Conceptual Model	1	
Interpret results	1	
Presentation format & completeness	1	
Total	10	

record it. Note that the summary of revision is an important factor to determine your score for the second presentation. Organize the changes and explain them well.

3. For the term project, you also need to reflect my comments. Please write a short report (approximately 2 pages). You need to include the graphs and tables as appendices.

5. Final Report (10 points)

- Students submit a final report regarding the analysis results of the term project.
- The total number of pages will be approximately 2-3 pages, excluding tables, figures, and references. Font size 12 and line space 1.5 are recommended.

Rubrics for Final Report

Category	Score	Evaluation (%)
Introduction with Business Issues or Questions	1	
Marketing Implications based on analysis results (Be specific)	2	
Explain the data and identify Y and Xs	1	
Provide graphs related to the issues/questions and interpret them	1	
Provide descriptive statistics tables and interpret them	1	
- Bivariate Analysis Selection and Reason - Regression Model /Decision Tree Conceptual Model	1	
Interpret results	2	
Report completeness (logical flow, grammar, format, etc)	1	
Total	10	
Notes: 1. Font: Times New Roman, Size: 12 2. Line space: 1.5 3. 2~3 pages excluding any graphs/tables		