

# Work on group project

MKT 566

Instructor: Davide Proserpio

# A few things

- This week
  - Mon: Work on group project
  - Wed: Fall Recess
- Next Week
  - Presentations (12 mins + Q&A)
    - [16546](#)
    - [16547](#)
  - **EVERY GROUP** must share the presentation with me by **Sunday, October 12 (midnight)**

# A few things

A general format of the proposal is as follows:

1. An outline of the problem that you propose to study
2. Data to be employed, and how you plan to obtain the data
3. Proposed approaches to solve the problem

## Interim presentation (15%)

1. Clarity of problem definition
  - a. Clear articulation of the problem or opportunity, grounded in marketing relevance.

Needs improvement (10 points)	Pass (14 points)	OK (16 points)	Good (18 points)	Excellent (25 points)
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2. Description of the data
  - a. Data sources have been identified, and the data is feasible to collect.

Needs improvement (10 points)	Pass (14 points)	OK (16 points)	Good (18 points)	Excellent (25 points)
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3. Description of the methodology
  - a. The approach discussed is adequate

Needs improvement (10 points)	Pass (14 points)	OK (16 points)	Good (18 points)	Excellent (25 points)
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4. Clarity of presentation
  - a. Slides are clear, timing is respected, presenters are engaged and they are open to feedback.

Needs improvement (10 points)	Pass (14 points)	OK (16 points)	Good (18 points)	Excellent (25 points)
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# A few things

- Homework 2
  - Due **Wednesday, October 8 (midnight)**
  - Data cleaning
  - Regression results