Tutor's feedback

Outcome: 75 % (Distinction)
Graded by Dr Stelios Sotiriadis

Thank you for submitting your EMA. Comments are attached to the report.

Knowledge and Understanding of the topic/issues under consideration (30%)

A good demonstration of knowledge and understanding, displaying in-depth understanding in all key areas of Artificial Intelligence.

The topic is relevant and the issue of use of data mining. discussions are very good. There is a sound background information on the selected organisation and the rationale for selection is evident. Good use of relevant figures. However, there is a lack of figure names and origins are evident.

Critical analysis

Good effort to discuss and analyse, but a lack of criticality is present throughout. First, there is good knowledge and understanding of the background of data mining. You could include more references in the discussions to support your arguments.

Use of relevant sources

Very good evidence of a wide range of reading/ use of source material (current research), broadly accurately in support of their work. However, more recent sources could have been used throughout.

Structure and Presentation

A satisfactory structure and presentation that may not entirely follow the set guidelines. You could have followed specific headings/sub-headings to make your essay attractive and specific. They layout and structure could have been better.

Academic Integrity

A good demonstration of academic writing, including correct use of academic conventions, citation and/or referencing with only minor omissions. Work shows broadly accurate attempt, but with the odd weaknesses of conforming with institutional guidance.