	Insufficient	Below Expectation	Competent	Effective
PDF Report Creation (20%)	[0-5 marks] The program fails to produce a PDF report, or the generated PDF is largely unformatted, incomplete, or contains major errors.	[6-10 marks] A PDF report is generated, but it has significant formatting issues, missing key sections, or looks unprofessional.	[11-15 marks] The program successfully generates a reasonably well-formatted PDF report containing most of the required elements.	[16-20 marks] The program produces an attractive, well-formatted, and complete PDF report that effectively presents all the required analysis.
API Usage & Functions in .py file (20%)	[0-5 marks] No API is used, or its use is fundamentally flawed. Functions are not created, not saved in a .py file, or not imported correctly. Ratios/metrics are missing or incorrect.	[6-10 marks] An API is used, but data retrieval is problematic or incomplete. Functions exist but may be inefficient, poorly implemented in the .py file, or imported incorrectly. Some ratios/metrics are calculated.	[11-15 marks] An API is successfully used to retrieve financial data. Key ratios/metrics are computed mostly correctly using functions imported from a .py file.	[16-20 marks] An API is effectively used to inform key ratios/metrics. Calculations are accurate and implemented within well-structured functions stored in and correctly imported from a .py file.
Commentary from .txt file (10%)	[0-2 marks] Commentary is not included, or the program fails to import it from a .txt file.	[3-5 marks] Commentary is imported from a .txt file, but its integration into the report is poor, or the content is minimal/irrelevant.	[6-8 marks] Relevant commentary is successfully imported from a .txt file and included appropriately within the report.	[9-10 marks] Relevant and engaging commentary is correctly imported from a .txt file and integrated effectively into the final report.
Excel DCF Extract (10%)	[0-2 marks] No extract from the Excel DCF model is included, or the attempt to include it fails.	[3-5 marks] An extract from the Excel DCF model is included, but it may be poorly formatted, unclear, or not integrate well with the report.	[6-8 marks] A relevant extract from the Excel DCF model is successfully included in the report and is reasonably clear.	[9-10 marks] A clear, relevant, and well-formatted extract from the Excel DCF model is integrated effectively into the report.
Chart Generation (20%)	[0-5 marks] The required chart is missing, fundamentally incorrect, or fails to display the required data series (stock price, price targets, ASX200).	[6-10 marks] A chart is generated but is missing some required data (e.g., targets from CSV, ASX200), is poorly formatted, hard to read, or uses incorrect data sources.	[11-15 marks] A chart is generated displaying the stock price history, historical price targets (from CSV), and ASX200 history. Formatting and clarity are adequate.	[16-20 marks] An accurate, clear, and well-formatted chart effectively displaying stock price history, historical price targets (correctly read from CSV), and ASX200 history is included.
Web Scraping (Image/Table) (10%)	[0-2 marks] No relevant image or table is scraped from a website, or the scraping attempt fails or is irrelevant.	[3-5 marks] An image or table is scraped but may be irrelevant, poorly integrated, low quality, or the scraping method is unreliable.	[6-8 marks] A relevant image or table is successfully scraped from a website and included appropriately in the report.	[9-10 marks] A highly relevant image or table is effectively scraped from a website and aesthetically integrated into the report.
Overall Code Quality (10%)	[0-2 marks] Code is extremely difficult to follow, lacks comments, is highly redundant, or contains significant logical errors.	[3-5 marks] Code is somewhat difficult to follow, has minimal comments, contains some redundancy, or minor logical issues.	[6-8 marks] Code is generally easy to follow, reasonably commented, mostly efficient, and functions correctly.	[9-10 marks] Code is clear, well-commented, efficient, follows good programming practices, and is easy to understand and maintain.