

Rubric for Kickstarting with Excel:

Criteria	Demonstrating Proficiency 50 to > 47 points	Approaching Proficiency 47 to > 43 points	Developing Proficiency 43 to > 39 points	Emerging 39 to > 0 points	Incomplete 0 points	Pts
Deliverable 1: Outcomes Based on Launch Date Chart	<p>The Deliverable Fulfills "Approaching Proficiency" REQUIRED Criteria.</p> <p>BUT: ALL THREE pivot table fields for columns, rows, and values are correct, the row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order.</p> <p>A line chart is created that matches the solution file, it has a title and is saved as a PNG file.</p>	<p>The Deliverable Fulfills "Developing Proficiency" Criteria.</p> <p>BUT: ALL THREE pivot table fields for columns, rows, and values are correct, the row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order.</p>	<p>The Deliverable Fulfills "Emerging" Criteria.</p> <p>BUT: The "Parent Category" is filtered on "theater"</p> <p>TWO of the THREE pivot table fields for columns, rows, and values are correct, the row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order.</p>	<p>The Deliverable contains a "months" column, a pivot table that is filtered on "Parent Category" and "Years."</p> <p>The "Parent Category" is filtered on a different category or shows all the categories.</p> <p>ONE of the THREE pivot table fields for columns, rows, and values are correct, the row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order.</p> <p>A line chart is created but doesn't match the solution file, it may have a title and is saved as a PNG file.</p>		50.0
	Demonstrating Proficiency 30 to > 24 points	Approaching Proficiency 24 to > 22 points	Developing Proficiency 22 to > 20 points	Emerging 20 to > 0 points		
Deliverable 2: Outcomes Based on Goals Chart	<p>The Deliverable Fulfills "Approaching Proficiency" REQUIRED Criteria.</p> <p>BUT: The COUNTIFS() function is correctly applied to ALL THREE columns.</p> <p>The SUM() function is correctly applied to the <code>Number Successful</code>, <code>Number Failed</code>, and <code>Number Canceled</code> columns to calculate the Total Projects column.</p> <p>The percentage of successful,</p>	<p>The Deliverable Fulfills "Developing Proficiency" Criteria.</p> <p>BUT: The COUNTIFS() function is correctly applied to TWO of the columns.</p> <p>A line chart is created with TWO columns of correct data, saved, and may contain a title.</p>	<p>The Deliverable Fulfills "Emerging" Criteria.</p> <p>BUT: The COUNTIFS() function is correctly applied to ONE of the columns.</p> <p>A line chart is created with ONE column of correct data, saved, and may contain a title.</p>	<p>A new sheet is created with eight columns and twelve rows.</p> <p>The COUNTIFS() function is applied incorrectly to the three columns.</p> <p>The SUM() function is correctly applied to the <code>Number Successful</code>, <code>Number Failed</code>, and <code>Number Canceled</code> columns to calculate the Total Projects column, but the values are incorrect.</p> <p>The percentage of successful, failed, and canceled projects is</p>		30.0

	<p>failed, and canceled projects are calculated correctly for all THREE columns.</p> <p>A line chart is created with ALL the correct data, saved, and the chart has an appropriate title.</p>			<p>calculated, but the percentages are incorrect.</p> <p>A line chart is created with incorrect data, saved, and may contain a title.</p>		
	Demonstrating Proficiency 8 points	Approaching Proficiency 7 to > 6 points	Developing Proficiency 6 to > 4 points	Emerging 4 to > 0 points		
Deliverable 3: Structure, Organization, and Formatting	<p>The written analysis has a title, and there are multiple paragraphs.</p> <p>Each paragraph has a heading and subheadings.</p> <p>Links are working, and images are correct and displayed where appropriate.</p>	<p>The written analysis has a title, and there are multiple paragraphs.</p> <p>Each paragraph has a heading and subheadings.</p> <p>Not all the links to images are working or they are incorrect.</p>	<p>The written analysis has a title, and there are multiple paragraphs.</p> <p>Each paragraph has a heading, and there may be subheadings for each paragraph, OR links are working, and images are correct and displayed where appropriate.</p>	<p>The written analysis has a title, and there are multiple paragraphs.</p> <p>There may be a heading OR subheadings for each paragraph, OR all links are working, and images are correct and displayed where appropriate.</p>		8.0
	Demonstrating Proficiency 12 points	Approaching Proficiency 11 to > 8 points	Developing Proficiency 8 to > 6 points	Emerging 6 to > 0 points		
Deliverable 3: Analysis	<p>The purpose and background are well defined. The overview of the analysis is well described with screenshots.</p> <p>Challenges or difficulties encountered, and how they were overcome, are well explained. OR, possible challenges or difficulties that could be encountered are described.</p> <p>Two conclusions made about the Theater Outcomes by Launch Date, and there is a conclusion on the Outcomes based on Goals.</p> <p>There is a summary of the limitations of the dataset, AND there is a recommendation for additional tables or graphs.</p>	<p>The purpose and background are well defined.</p> <p>The overview of the analysis is well described with screenshots.</p> <p>Challenges or difficulties encountered, and how they were overcome, are well explained. OR, possible challenges or difficulties that could be encountered are described.</p> <p>Two conclusions made about the Theater Outcomes by Launch Date, and there is a conclusion on the Outcomes based on Goals.</p> <p>There is a summary of the limitations of the dataset, OR there is a recommendation for additional tables or graphs.</p>	<p>The purpose and background are well defined.</p> <p>The overview of the analysis is well described with screenshots.</p> <p>Any challenges or difficulties encountered, and how they were overcome, may be described.</p> <p>There may be one or two conclusions made about the Theater Outcomes by Launch Date, OR there may be a conclusion on the Outcomes based on Goals.</p>	<p>The purpose and background are well defined.</p> <p>The overview of the analysis is well described with screenshots.</p> <p>There may be one or two conclusions made about the Theater Outcomes by Launch Date, OR there may be a conclusion on the Outcomes based on Goals.</p>		12.0