

Project Rubric	
1.Format	
Criteria	Specification
Submission file is the appropriate format	<p>Submission file is a ZIP containing:</p> <ul style="list-style-type: none"> - SQL file - Other analysis files (spreadsheet, Tableau workbook, Jupyter notebook, etc) - CSV file with user_id and segment label - written executive summary - presentation slides
2.Customer Segmentation	
Data, outliers and scaling	The final segmentation dataset with features on the same scale and outliers removed
Behavioral metrics	At least 1 behavioral metric (not already available in raw data) is derived for each hypothesized perk
Segmentation	Using at least 1 basic segmentation strategy, like Categorization or Thresholding, customer segments are identified and each user_id is assigned to a segment.
3.Data Storytelling & Technical Communication	
Technical communication	Analysis files include code comments and narratives to explain analytical reasoning and decision-making.
Addressing business questions	<p>Clearly state whether you were able to validate customer segments hypothesized by Marketing.</p> <ul style="list-style-type: none"> - Clearly describe group sizes and other attributes of identified segments - Make recommendations for next steps
Executive summary is optimized for the audience and format	<p>Executive summary should be no longer than 2 pages.</p> <ul style="list-style-type: none"> - Executive summary caters to a non-technical audience. The summary should communicate the key findings and recommendations. - Report includes clear headers and organization. - Text is written in complete sentences that are free of spelling and grammar errors.
Charts follow the visualization best practices	<p>Each chart type (bar, line, histogram, etc) should be appropriate for the data type and desired takeaway.</p> <ul style="list-style-type: none"> - Charts have clear titles, axis labels, and axis tick labels. - Charts make minimal and appropriate use of color.
Presentation Slides	<p>Slides have a clear takeaway stated in the title or bullet points.</p> <ul style="list-style-type: none"> - Slides don't include too much text (over 250 characters or so). - Slides don't include more than 1-2 charts. Any included charts are clearly tied to the takeaway.