Rubric for Module 1 Challenge:

	Demonstrating Proficiency 50 to > 47 points	Approaching Proficiency 47 to > 43 points	Developing Proficiency 43 to > 39 points	Emerging 39 to > 0 points	Incomplete
Deliverable 1: Outcomes Based on Launch Date Chart	The Deliverable Fulfills "Emerging" Required Criteria – (25 pts). AND: ● The "Parent Category" is filtered on "theater" (5 pts) ● ALL THREE pivot table fields for columns, rows, and values are correct (10 pts) ● The row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order. (5 pts) ● A line chart is created that matches the solution file, it has a title, and it is saved as Outcomes_vs_Launch.png. (5 pts)	The Deliverable Fulfills "Emerging" Required Criteria – (25 pts). AND: ● The "Parent Category" is filtered on "theater" (5 pts) ● ALL THREE pivot table fields for columns, rows, and values are correct (10 pts) ● The row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order. (4 pts) ● A line chart is created but doesn't match the solution file, it may have a title, and it is saved as Outcomes_vs_Launch.png. (3 pts)	The Deliverable Fulfills "Emerging" Required Criteria – (25 pts). AND: ● The "Parent Category" is filtered on "theater" (5 pts) ● TWO of the THREE pivot table fields for columns, rows, and values are correct (6 pts) ● The row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order. (4 pts) ● A line chart is created but doesn't match the solution file, it may have a title and is saved as Outcomes_vs_Launch.png. (3 pts)	REQUIRED: ● A "months" column is created based on the "Date Created Conversion" column (10 pts) ● A pivot table is created in a new worksheet labeled "Theater Outcomes by Launch Date". (5 pts) ● The pivot table filters on "Parent Category" and "Years". (10 pts) AND: ● The "Parent Category" is filtered on a different category or shows all the categories. (2 pts) ● ONE of the THREE pivot table fields for columns, rows, and values are correct (6 pts) ● The row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order. (3 pts) ● A line chart is created but doesn't match the solution file, it may have a title, and it is saved as Outcomes_vs_Launch.png. (3 pts)	No submission was received -OR- Submission was empty or blank -OR- Submission contains evidence of academic dishonesty
	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	● A new sheet is created with eight columns and twelve rows. (3 pts)	● A new sheet is created with eight columns and twelve rows. (3 pts)	● A new sheet is created with eight columns and twelve rows. (3 pts)	● A new sheet is created with eight columns and twelve rows. (3 pts)	

	• The COUNTIFS() function is correctly applied to ALL THREE columns. (15 pts) • The SUM() function is correctly applied to the `Number Successful`, `Number Failed`, and `Number Canceled` columns to calculate the Total Projects column. (3 pts) • The percentages of successful, failed, and canceled projects are calculated correctly for all THREE columns (3 pts). • A line chart is created with ALL the correct data, saved, and the chart has an appropriate title. (6 pts)	• The COUNTIFS() function is correctly applied to TWO of the columns. (13 pts) • The SUM() function is correctly applied to the `Number Successful`, `Number Failed`, and `Number Canceled` columns to calculate the Total Projects column, but the values are incorrect. (2 pts) • The percentages of successful, failed, and canceled projects are calculated, but the percentages are incorrect. (2 pts). • A line chart is created with TWO columns of correct data, saved, and may contain a title. (4 pts)	• The COUNTIFS() function is correctly applied to ONE of the columns. (12 pts) • The SUM() function is correctly applied to the `Number Successful`, `Number Failed`, and `Number Canceled` columns to calculate the Total Projects column but the values are incorrect. (2 pts) • The percentages of successful, failed, and canceled projects are calculated, but the percentages are incorrect. (2 pts). • A line chart is created with ONE column of correct data, saved, and may contain a title. (3 pts)	• The COUNTIFS() function is applied incorrectly to the three columns. (10 pts) • The SUM() function is correctly applied to the `Number Successful`, `Number Failed`, and `Number Canceled` columns to calculate the Total Projects column, but the values are incorrect. (2 pts) • The percentages of successful, failed, and canceled projects are calculated, but the percentages are incorrect. (2 pts). • A line chart is created with incorrect data, saved, and may contain a title. (3 pts)
	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	The written analysis has ALL of the following:
	
	• There is a title, and there are multiple paragraphs (2 pts).
	
	• Each paragraph has a heading (2 pt).
	
	• There are subheadings (2 pt).
	
	• Links are working, and images are correct and displayed where appropriate (2 pt).
		The written analysis has ALL of the following:
		
		• There is a title, and there are multiple paragraphs (2 pts).
		
		• Each paragraph has a heading (2 pt).
		
		• There are subheadings (2 pt)
		
		• Not all the links to code and / or images are working, or they are incorrect. (1 pt).
			The written analysis has ALL of the following:
			
			• There is a title, and there are multiple paragraphs (2 pts).
			
			• Each paragraph has a heading (2 pt).
			
			• AND ONE of the following:
			• There are subheadings (2 pt).
			
			• Links are working, and images are correct and displayed where appropriate (2 pt).
				The written analysis has ALL of the following:
				
				• There is a title, and there are multiple paragraphs (2 pts).
				
				• AND ONE of the following:
				  ○ Each paragraph has a heading (2 pt).
				
				  ○ There are subheadings (2 pt).
				
				  ○ Links are working, and images are correct and displayed where appropriate (2 pt).

	Demonstrating Proficiency	**Approaching Proficiency**	**Developing Proficiency**	**Emerging**

	12 points	11 to > 8 points	8 to > 6 points	6 to > 0 points	
Deliverable 3: Analysis	The Deliverable Fulfills "Emerging" Required Criteria – (4 pts). AND has the following: ● Challenges or difficulties encountered, and how they were overcome, are well explained. If there were no difficulties, describe any challenges or difficulties that could be encountered are explained (2 pts). ● There are two conclusions made about the Theater Outcomes by Launch Date (2 pts). ● There is a conclusion on the Outcomes based on Goals (2 pts) ● There is a summary of the limitations of the dataset, and there is a recommendation for additional tables or graphs (2 pts).	The Deliverable Fulfills "Emerging" Required Criteria – (4 pts). AND has the following: ● Challenges or difficulties encountered, and how they were overcome, are well explained. If there were no difficulties, describe any challenges or difficulties that could be encountered are explained (2 pts). ● There are two conclusions made about the Theater Outcomes by Launch Date (2 pts). ● There is a conclusion on the Outcomes based on Goals (2 pts) ● There is a summary of the limitations of the dataset, OR there is a recommendation for additional tables or graphs (1 pts).	The Deliverable Fulfills "Emerging" Required Criteria – (4 pts). AND TWO of the following: ● Challenges or difficulties encountered, and how they were overcome, are explained. (1 pt). ● There are one or two conclusions made about the Theater Outcomes by Launch Date (1-2 pts). ● There is a conclusion on the Outcomes based on Goals (2 pts).	REQUIRED: The purpose and background are well defined (2 pts). ● The overview of the analysis is well described with screenshots (2 pts). ● AND ONE of the following: ● There are one or two conclusions made about the Theater Outcomes by Launch Date (1-2 pts). ● There is a conclusion on the Outcomes based on Goals (2 pts).	