**University of Maryland University College**

**DATA 670 – Data Analytics Practicum Grading Rubric**

**Student Name**: Ronaghy **Assignment №6 – Data Analysis Project Final Report** Total points: 100

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| **Content** | **Explanation** | **Points** | | **Comment** |
| **Total** | **Earned** |
| **Written Report** |  |  |  |  |
| * 1. Report Completeness | **How completely does the final report cover all of the key pieces (scope, data selection, data cleansing and preparation, data visualization, model development) of the analysis project?** | 25 | 25 | Very complete coverage |
| * 1. Tell the story | **How well does the final project submission “tell the story”?**  Is the paper **readable** for decision makers? Does it walk the decision maker through the entire decision process in clear steps?  Are insightful visualizations included and explained?  Is the **overall goal clear and specific**? | 30 | 30 | Very good job of “telling the story” for the end user.  Excellent visualizations included for insights. |
| c. Results, conclusions, and takeaways | **Do the results directly address the overall goals and objectives?**  Are appropriate results charts included and explained?  **Are the KPI’s addressed?**  **Are specific conclusions and takeaways included and relevant to the results?**  **What suggestions for future additional similar studies are included?** | 30 | 28 | Good to include the detailed and insightful results.  Nice use of clustering |
| d. Mechanics (spelling, grammar, format, etc.) | **Is the paper free of grammatical errors and spelling and punctuation?**  Are all of the sections appropriately labeled?  Is the paper properly formatted? **Does the paper flow well?**  Is there an **accurate table of contents**?  Does the **Exec Summary** tell the entire story (i.e., is it a complete summary of the paper)?  How appropriate and complete is the **Appendix**? | 10 | 10 | Very good Executive **Summary** which summarizes the entire paper, **including the results and recommendations**. |
| e. Citations and References | Are **all references and citations correctly** written and presented? | 5 | 5 |  |
| **Total** |  | **100** | 98 | Outstanding job! |