Non-Technical Presentation Rubric

Project Specifications	Metric for success	Developing - 0		Accomplished - 1		Exemplary - 2		Notes
Goal of the Project	Presentation contains the goal of the project in non-technical words	No goal of the project was presented	☐	A goal was presented using technical terms	☐	The goal was clearly stated in clear, non-technical terms	☐	
Business Need	The goals of the project are linked to a real-world business need.	The business case for the project was not presented or, didn't not directly apply to the product/model created	☐	The business need presented was not fully devloped.	☐	The business case was clearly presented and the project clearly answers the need.	☐	
Visualizations	Slides contain visualizations that take the place of text and give the viewer insight. Visualizations should be clear, easy to understand. Title, size, colors, xticks, yticks etc. If there is any subplots, do they used the same axis or they used seperate axis for each plot. Ink ratio.	The visualizations presented are not relevant to the story. There are unlabled axis, untitled charts, or naked numbers.	☐	Slides contain visualizations that are relevant to the story but hard to interpret.	☐	Slides contain visuliazations that are revelant and easy to understand.	☐	
Modeling	The models used were appropriate to the project goals and were described in non-technnical terms.	The models applied were not applicaple to problem being answered, or often described the model using techinical terms.	☐	The connection between the model and the goal of the project were not clear, and techincial terms were used sometimes.	☐	Models directly address the project goal and described mostly in non-technical terms	☐	
Recommendations	Findings and recommendations were directly linked to the project goals. These key take-aways provide guidance on business decisions.	No recommendations are made	☐	At least 3 recommendations are made, but are not driven by data analysis, model or did not directly tie back to the project goal/business needs.	☐	At least 3 recommendations are made and are driven by analysis and model.	☐	
Future work/ Extension of the Project	Slides containing other aspects of the dataset would you explore given more time, what the next logical steps for this project entail, etc.	No slide on future work.	☐	Future work slide content not well defined and/or articulated.	☐	Future work clearly articulated, explored, and its potential business impact (s) described.	☐	
Quailty of Presentation Delivery	Clear presentation, no rushing, no slides are left when the speakers are done.	Speed/volume are too fast/high or too slow/low thoughout.	☐	At times speed/volume are distracting or do not hold the audience's attention.	☐	Tone, speed, and volume emphasisis import ideas and holds the listeners attention	☐	
Use of Time and Duration	Speakers use between 4-6 min to present	Presentation is less than 4 minutes, inclusively	☐	Presentation is more than 4 minutes and less than 5 minutes	☐	Presentation is more than 5 minutes, exclusively	☐	
Slide Quality	Slides are light on text, engaging and tell a story. Slides are not overly populated and items in the slides referred during the presentation	Slides are very text heavy or highly unorganized and all over the place.	☐	Slides are organized and tell a story, but contain too much text at times, especially when a visualization will suffice.	☐	Slides are organized, contain visualizations that relay information and slides tell a story.	☐	