Element	Complete Project	Minimum Viable Product (MVP)	Incomplete Project
Business Understanding	Clearly explains the **real-world value** the project has **for a specific stakeholder**.	**Clearly explains the real-world problem** that the project sets out to solve.	Project has **unclear goals** (e.g. explore a dataset) or **no real-world relevance**.
Data Understanding	**Relates data source and properties of variables to the real-world problem** of interest.	**Describes data source and properties of all variables** used in data preparation and modeling.	**Does not describe data source or explore variables** used in data preparation or modeling.
Data Preparation	Data preparation is fully **documented, including valid justification** for decisions	All data preparation steps are **reproducible and justifiable**.	Data preparation is **not reproducible or justifiable** given the problem of interest.
Modeling	Model development is correct, iterative, and fully **documented, including valid justification** for decisions	Models are **developed iteratively and justifiably**, proceeding from a simple baseline model to more complex models.	Models are **not developed iteratively or justifiably** given the problem of interest.
Evaluation	Clearly **explains how well the project solves the real-world problem** of interest.	Cross validation is used correctly to **evaluate model performance**.	Cross validation is **not used or is used incorrectly** to evaluate model performance.
Readme Content	README is **error-free** and **well-written**: clear, concise, complete, organized, narrative, starting with a project overview.	README **correctly includes all required elements**: data science process steps, future improvement ideas, repository navigation, reproduction instructions, links to presentation and sources.	README **omits required elements or has substantial errors** in writing or substance.
Notebook Content	Notebook is **error-free** and **well-written**: clear, concise, complete, organized, narrative, starting with a project overview.	Notebook **correctly includes all required elements**: data understanding, data preparation, modeling, and evaluation.	Notebook **omits required elements or has substantial errors** in writing or substance.
Presentation Content	Presentation is **error-free** and **well-written**: clear, concise, complete, organized, narrative, starting with a project overview.	Presentation **correctly includes all required elements**: introduction, data science process steps, future improvement ideas, and contact info.	Presentation **omits required elements, or has substantial errors** in writing or substance.
Presentation Style	**All** presentation slides have a professional style.	**Most** presentation slides have a professional style: uncluttered, light on text, no unnecessary jargon, visuals clearly demonstrate key points.	Most slides have **unprofessional style**: cluttered, text- or jargon-heavy, visuals that are dense, unclear or unnecessary
Sourcing	Properly cites all content created by others and **provides as much access as feasible and permissible**.	Properly **cites all content created by others** (e.g. data, code, images).	Has **uncited content created by others**, or **uses content without appropriate permission**.