

Assignment 2 Marking Rubric

Criterion	Does not meet expectations	Meets expectations	Exceeds expectations
Introduction	<ul style="list-style-type: none"> <input type="checkbox"/> Objectives are poorly defined and lack clarity regarding segmentation analysis <input type="checkbox"/> Explanation of methodology is insufficient or unclear, with significant gaps in detail <input type="checkbox"/> Fails to describe the dataset or its variables accurately or omits crucial details 	<ul style="list-style-type: none"> <input type="checkbox"/> Objectives are defined <input type="checkbox"/> Reflects understanding of the rationale, providing a reasonably relevant justification for the analysis. <input type="checkbox"/> Briefly explains methodology <input type="checkbox"/> Describes the dataset 	<ul style="list-style-type: none"> <input type="checkbox"/> Objectives are detailed and well-defined <input type="checkbox"/> Provides a clear explanation of all parts of the methodology used in the report <input type="checkbox"/> Accurately describes the dataset <input type="checkbox"/> Arguments are superior, logically structured, and demonstrate refined critical thinking
Exploratory Data Analysis	<ul style="list-style-type: none"> <input type="checkbox"/> Limited analysis that neglects key variables and lacks meaningful commentary <input type="checkbox"/> Few or unclear charts, poorly labelled, and lacking insight or relevance <input type="checkbox"/> Key summary statistics are missing or insufficiently presented <input type="checkbox"/> Ignores important variables or analyses them inadequately 	<ul style="list-style-type: none"> <input type="checkbox"/> Basic analysis with commentary on key statistics, but not all relevant variables are considered <input type="checkbox"/> Adequate charts included, properly labelled, and accompanied by commentary <input type="checkbox"/> Summary statistics are clearly presented, but not fully explored <input type="checkbox"/> Most key variables are analysed, though a few may be overlooked 	<ul style="list-style-type: none"> <input type="checkbox"/> Insightful analysis of relevant variables with relevant commentary on key statistics <input type="checkbox"/> Well-chosen and properly labelled charts offering clear insights, providing commentary on key observations <input type="checkbox"/> Key statistics are presented in detail with insightful interpretations <input type="checkbox"/> Analyses all relevant variables carefully providing an overview of the dataset
Customer Segmentation	<ul style="list-style-type: none"> <input type="checkbox"/> Fails to standardise numeric variables or provides a weak explanation of why it's necessary <input type="checkbox"/> Neglects to use the appropriate methods appropriately or lacks accurate analysis <input type="checkbox"/> Omits required tables or presents them inaccurately <input type="checkbox"/> Offers superficial or incorrect interpretations of clusters based on customer attributes. 	<ul style="list-style-type: none"> <input type="checkbox"/> Standardises numeric variables using the correct approach with a basic explanation of their importance <input type="checkbox"/> Uses the appropriate methods reasonably <input type="checkbox"/> Provides tables with but interpretation may lack depth <input type="checkbox"/> Offers general interpretations of clusters 	<ul style="list-style-type: none"> <input type="checkbox"/> Properly standardises numeric variables using appropriate methods and provides clear justification <input type="checkbox"/> Utilizes the appropriate methods as instructed in the assignment document <input type="checkbox"/> Provides well formatted tables for both techniques <input type="checkbox"/> Provides insightful interpretations of each cluster drawing comprehensive comparisons between two methods

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Recommendations	<input type="checkbox"/> Fails to provide specific marketing techniques tailored to each identified cluster <input type="checkbox"/> Lacks depth in understanding cluster characteristics and their implications for marketing strategies <input type="checkbox"/> Offers generic or irrelevant recommendations that do not align with the identified customer segments	<input type="checkbox"/> Offers some marketing strategies for each identified cluster but lacks specificity or depth <input type="checkbox"/> Provides some relevant examples of the discussed strategies but may overlook key nuances in cluster characteristics <input type="checkbox"/> Shows a moderate understanding of how cluster attributes inform marketing approaches	<input type="checkbox"/> Presents detailed and tailored marketing strategies for each identified cluster <input type="checkbox"/> Incorporates specific examples of the proposed strategies that demonstrate an understanding of cluster characteristics <input type="checkbox"/> Offers innovative strategies that leverage the unique attributes of each cluster to maximise marketing effectiveness and engagement
Conclusion	<input type="checkbox"/> Fails to clearly articulate the purpose of the report, the dataset used, the methodology employed, the findings, and the contributions <input type="checkbox"/> Provides incomplete or inaccurate information regarding the key components of the report <input type="checkbox"/> Lacks coherence and organisation in summarising the report's contents	<input type="checkbox"/> Provides a basic overview of the purpose of the report, the dataset utilised, the methodology employed, the findings, and the contributions made <input type="checkbox"/> Summarises each some but not all components adequately <input type="checkbox"/> Presents the information in a coherent and organised manner, allowing the reader to understand the main aspects of the report	<input type="checkbox"/> Delivers a comprehensive summary that covers the report's purpose, dataset, methodology, findings, and contributions with clarity <input type="checkbox"/> Provides concise yet informative descriptions of each component, highlighting key insights and implications <input type="checkbox"/> Presents a well-structured summary that effectively communicates the report's content and significance, facilitating a clear understanding for the reader
Quality of writing & Word Limit	<input type="checkbox"/> Writing is weak <input type="checkbox"/> Numerous grammatical and spelling errors are apparent <input type="checkbox"/> Organization is poor <input type="checkbox"/> Style is not appropriate for discipline <input type="checkbox"/> More than 10% over the word limit	<input type="checkbox"/> Writing is adequate <input type="checkbox"/> Some grammatical and spelling errors are apparent <input type="checkbox"/> Organization is logical <input type="checkbox"/> Style is appropriate for discipline <input type="checkbox"/> Between 1% and 10% over the word limit	<input type="checkbox"/> Writing is high quality <input type="checkbox"/> No grammatical and spelling errors apparent <input type="checkbox"/> Organization is excellent <input type="checkbox"/> Style is exemplary <input type="checkbox"/> Not exceeding the word limit