1. Case background: do you fully understand the background of the data source and can you make an accurate introduction?

2. Problem description: can you give a clear and concise summary of the core problem based on the roles played during the analysis?

3. Descriptive statistics: are the descriptive characteristics of the data fully explored and are the description results accurate and reasonable?

4. Analysis process: are the methods learned in the course fully and correctly used? If methods not in the course materials are used, are they used in a reasonable way? Is the overall analysis idea clear and logical?

5. Interpretation of results: based on the analysis process, can you draw realistic inference or prediction conclusions, and can you make intuitive and easy-to-understand interpretations of statistical conclusions? Can these conclusions be sublimated to yield guiding significance for the industry?

6. Written expression: does the report comply with the academic writing standards? For example, symbols need to be defined prior to use, references to figures in paragraphs need to be accurate, and the citation format should be correct. **This point greatly affects the readability**. Is the report writing sufficiently concise? Make sure the main content is completely stated within ten pages of the text, while taking into account the general writing standards such as fluent language, rigorous structure and clear logic. Also try to increase the attractiveness of the language as much as you can and strive to make your writing **sincere and appealing**. In addition, the layout and format of the report should be reader-friendly.

7. Oral expression: when presenting, can you state the content clearly and attract the audience's attention at the same time? In addition, can you maintain a natural demeanor and speak at a moderate speed? Are the slides or other display materials used in the presentation well-made? Can they effectively assist the audience in obtaining key information?