**Marking Rubric**

The purpose of this marking key is to provide a standardized framework for evaluating the Power BI skills of candidates based on their submitted .pbix files.

**Criterion 1: Data Connectivity**

Evaluate how the candidate has integrated different data sources in the .pbix file.

*Insufficient*

* Data is not properly imported or connected.
* Errors exist in the data connections.

*Basic*

* Data from basic sources (e.g., Excel) imported correctly.
* No evident handling of more complex data sources.

*Intermediate*

* Multiple types of data sources integrated (timeseries, geolocation, sales)
* Refresh paths properly configured.

*Advanced*

* Complex data sources integrated, with custom query handling.

**Criterion 2: Data Modeling**

Inspect the effectiveness and scalability of the data model in the .pbix file.

*Insufficient*

* Poorly structured data model; tables lack relationships or keys.

*Basic*

* Basic normalisation and relationships established.

*Intermediate*

* Data model is functional but may lack indexing or optimisation.
* Basic understanding of facts and dimensions evident.

*Advanced*

* Highly optimised, multi-layer data model.
* Evidence of understanding dimensional modeling.

**Criterion 3: DAX and Measures**

Review the use of DAX for calculations and measures within the .pbix file.

*Insufficient*

* Lack of DAX formulas or incorrect implementations.

*Basic*

* Use of simple DAX formulas like SUM, COUNT.

*Intermediate*

* Utilises more advanced DAX functions, but may lack performance tuning.

*Advanced*

* Advanced DAX functions are used, and performance is optimised.

**Criterion 4: Insights and Analytics**

Assess the quality and depth of insights generated from the visualisations.

*Insufficient*

* No actionable insights provided.

*Basic*

* Highlights basic trends but lacks depth.

*Intermediate*

* Includes some nuanced insights, but misses others.

*Advanced*

* Provides deep, actionable insights based on the data.

**Criterion 5: Visualisation and Presentation**

Evaluate the usability and aesthetic of the Power BI Dashboard.

*Insufficient*

* Poor layout and design, hard-to-interpret visualizations.

*Basic*

* Simple, readable charts but lacks advanced visual elements.

*Intermediate*

* Clean design with some advanced elements like drill-through or tooltips.

*Advanced*

* Sophisticated use of visualizations, themes, and storytelling elements.

**Golden Rule**

Does this answer the assessment question?