MONASH University

GROUP OF EIGHT AUSTRALIA

FIT5145 Foundations of data science

Assessment task 3: Business and data case study (Rubric)

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Criteria	High distinction (100% to 80%)	Distinction (70% to 79% of available mark)	Credit (60% to 69% of available mark)	Pass (50% to 59% of available mark)	Fail (<50% of available mark)
Project Description: provide a description about the data science project that you study/propose, what the objective of the project, and what data science roles (e.g.: data scientist, data engineer, system architect) are involved in this project and what are their responsibilities.	Provides a sophisticated description of the data science project and goal. Provide a distinct classification of data scientist roles.	Provides some description of the data science project and goal. Provide some classification of data scientist roles.	Provides a limited description of the data science project and goal. Provide a limited classification of data scientist roles.	Provides a minimal description of the data science project and goal. Provide a minimal classification of data scientist roles.	No description of the data science project and goal. No clear classification of data scientist roles.
Business Model: provide analysis about the business/application areas the project sits in, what kind of benefits or values the project can create for the specific business area and who can benefit from, and what are the challenges of the project.	Provides critical analysis of business/application areas the project sits in. Provides clear and succinct description of project benefits(value), stakeholders and challenges.	Provides some analysis of business/application areas the project sits in. Provides some description of project benefits(value), stakeholders and challenges.	Provides limited analysis of business/application areas the project sits in. Provides limited description of project benefits(value), stakeholders and challenges.	Provides minimal analysis of business/application areas the project sits in. Provides minimal description of project benefits(value), stakeholders and challenges.	No analysis of business/application areas the project sits in. No clear description of project benefits(value), stakeholders and challenges.

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Characterising and Analysing data: discuss potential sources to collect the data, provide analysis about the characteristics of the data (e.g., the 4 V's), provide analysis on the required platforms, software, and tools for data processing and storage, according to the specific data characteristics.	Provides clear demonstration of the sources, characteristics of data, and data processing and data storage, and classification of the basic technologies in use.	Provides some demonstration of the sources, characteristics of data, and data processing and data storage, and classification of the basic technologies in use.	Provides limited demonstration of the sources, characteristics of data, and data processing and data storage, and classification of the basic technologies in use.	Provides minimal demonstration of the sources, characteristics of data, and data processing and data storage, and classification of the basic technologies in use.	No clear demonstration of the sources, characteristics of data, and data processing and data storage, and classification of the basic technologies in use.
Characterising and Analysing data: specify/propose the data analysis and the statistical methods used in the project, provide analysis on why you choose those methods and discuss the high-level output, etc (Note: Specifying and proposing the data analysis and statistical methods is different from the demonstration below and must be described separately).	Provides a distinct classification of the kinds of data analysis and statistical methods that are available.	Provides some classification of the kinds of data analysis and statistical methods that are available.	Provides a limited classification of the kinds of data analysis and statistical methods that are available.	Provides a minimal classification of the kinds of data analysis and statistical methods that are available.	No clear classification of the kinds of data analysis and statistical methods.

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Demonstration: identify a usable dataset for the proposed project and perform some basic analysis on the identified dataset to demonstrate the feasibility of the project, using R (e.g., detailing the information/features contained in the dataset, analyse the basic characteristics of the dataset, etc), and report the analysis process and result in the demonstration section of a final report.	Provides clear demonstration on the project by using real or mockup data and analysing it.	Provides some demonstration on the project by using real or mockup data and analysing it.	Provides limited demonstration on the project by using real or mockup data and analysing it.	Provides minimal demonstration on the project by using real or mockup data and analysing it.	No clear demonstration on the project by using real or mockup data and analysing it.
Standard for Data Science Process, Data Governance and Management: describe any standard used in your data science process, and describe appropriate practices for data governance and management in the project, e.g., issues related to the accessibility, security, and confidentiality of the data as well as potential ethical concerns with the use of the data.	Provides clear description of standard, data governance and management	Provides some description of standard, data governance and management	Provides limited description of standard, data governance and management	Provides minimal description of standard, data governance and management	No clear description of standard, data governance and management
Think critically and creatively, providing justification and analysis	Thinks out of the box, creates or extends to a novel or unique idea. Provides a sophisticated critical analysis.	Collect ideas, solutions and other information in good ways. Provides detailed justification and analysis	Reformulates a collection of available information. Provide some justification and analysis.	Mostly repeats existing information. Provide limited justification and analysis.	Just repeats existing information. Do not provide any justification or analysis.

Provide a good quality of report in terms of structure, expression, grammar and spelling.	Well structured, with impressive fluency and flow. Appropriate use of sub-headings and relevant content sections. Adheres to specifications (word limit, duration, file format).	Well-structured and generally good links and flow. Adheres to specifications (word limit, duration, file format).	Satisfactory structure, mostly satisfactory links and flow. Adheres to specifications (word limit, duration, file format).	Overall basic structure is adequate but lacks links and flow. Adheres to specifications (word limit, duration, file format).	Poorly structured, lacking linkages and flow. Does not adhere to specifications (word limit, duration, file format).
Presentation, slide: structure, expression, grammar and spelling	Well structured, with impressive fluency and flow. Appropriate use of sub-headings, relevant content sections, and good quality of slides. Adheres to specifications (word limit, duration, file format)	Well-structured and generally good links and flow. Adheres to specifications (word limit, duration, file format).	Satisfactory structure, mostly satisfactory links and flow. Adheres to specifications (word limit, duration, file format).	Overall basic structure is adequate, but lacks links and flow. Adheres to specifications (word limit, duration, file format).	Poorly structured, lacking linkages and flow. Does not adhere to specifications (word limit, duration, file format).
Peer-review for presentation	Marks will be given based on peer-review				