



Go Code Colorado 2020 Business Analytics Track Scoring Criteria

Overall Score

Total Points Available	Analytics Category	Analytics Category Description
40	Data	Adding value through effective storytelling, combination, appropriate analysis, and actionable output.
20	Quality	The analysis is accurate, repeatable, and produces a degree of confidence in the information provided.
20	Relevance	How useful the analysis result is to the business's problem.
10	Data Story	Ability to clearly identify the business's issue and provide information from an analysis as a solution to that issue.
10	Presentation	Clear, concise, and engaging conveyance of the business's identified problem and resulting solution
Total: 100		

The **Data** and **Quality** components are scored according to the sub-categories explained below.

Data Score Breakdown

Sub Category	Description	Points Awarded
Data Storytelling	Your data story clearly defines the problem and how your analysis solves the problem.	16
	Your data story has an undefined problem, but the analysis shows interesting and useful results.	12

	Your data story clearly defines the problem and but is unclear on how your analysis solves the problem.	8
	Your data story has an undefined problem, and the analysis results are not relevant.	4
	Your data story has no clear problem definition or there is no analysis.	0
Data Combinations	Three or more datasets were combined in meaningful ways to add value to the analysis, and a data architecture diagram is provided that is accurate.	12
	Two or less datasets were combined in meaningful ways to add value to the analysis, and a data architecture diagram is provided that is accurate.	8
	It seems there were datasets combined, but there is no documentation or data architecture diagram	4
	There are no data combinations.	0
Data Analysis Value	The analysis is diagnostic, descriptive, predictive, and prescriptive.	12
	In addition to being descriptive or diagnostic, the analysis is also prescriptive or predictive.	8
	The analysis is purely descriptive or diagnostic.	4
	There is no novelty to the analysis, the data is presented in its raw form.	0

Quality Score Breakdown

Sub Category	Description	Points Awarded
Data Method Accuracy	The analysis has a statistically acceptable p value (or related metric) with highly accurate and clear results.	6
	The analysis has a statistically acceptable p value (or related metric) and results are accurate but unclear.	4
	The analysis has an unacceptable p value (or related method), but results are useful and informative.	2

	The analysis has an unacceptable p value or is otherwise not well executed.	0
Data Method Confidence	The analysis has high confidence in being relevant and useful to a business decision maker.	6
	The analysis has confidence in being relevant and useful to a business decision maker.	4
	The analysis has low confidence in being relevant to a business decision maker.	2
	The analysis has no confidence in being relevant and useful to a business decision maker.	0
Repeatability of Analysis	The analysis is fully repeatable.	4
	Some parts of the analysis are repeatable.	2
	The analysis is not repeatable.	0
Documentation	The analysis is documented thoroughly and clearly and the documentation is publically accessible, with Data Architecture Diagram easily discoverable from README file.	4
	The analysis is documented with Data Architecture Diagram, but could be more thorough/accessible.	2
	The analysis is not documented.	0

Relevance Score

Description	Points Awarded
A new and insightful analysis that provides businesses valuable information to improve themselves, their community, or their environment.	20
An insightful analysis that provides businesses valuable information to improve themselves, their community, or their environment.	10
The analysis is not new and does not allow businesses to improve themselves, their community, or their environment.	0

Data Story Score

Description	Points Awarded
The analysis clearly identifies an area of improvement for a business and provides an effective solution.	10
The analysis identifies an area of improvement for a business and provides a solution.	5
The analysis does not identify an area of improvement for a business and does not provide a solution.	0

Presentation Score

Description	Points Awarded
Clear, concise, and engaging conveyance of the analysis' identified problem and resulting solution.	10
Analysis is presented with moderate clearness and conciseness in a moderately engaging manner.	5
No presentation	0