

Element	Complete Project	Minimum Viable Product (MVP)	Incomplete Project	Rating	Notes
Business Understanding	Clearly explains the real-world value the project has for a specific stakeholder .	Clearly explains the real-world problem that the project sets out to solve.	Project has unclear goals (e.g. explore a dataset) or no real-world relevance .	Not Rated	
Data Understanding	Relates data source and properties of variables to the real-world problem of interest.	Describes data source and properties of all variables used in data preparation and modeling.	Does not describe data source or explore variables used in data preparation or modeling.	Not Rated	
Data Preparation	Data preparation is fully documented , including valid justification for decisions	All data preparation steps are reproducible and justifiable .	Data preparation is not reproducible or justifiable given the problem of interest.	Not Rated	
Modeling	Model development is correct, iterative, and fully documented , including valid justification for decisions	Models are developed iteratively and justifiably , proceeding from a simple baseline model to more complex models.	Models are not developed iteratively or justifiably given the problem of interest.	Not Rated	
Evaluation	Clearly explains how well the project solves the real-world problem of interest.	Cross validation or another validation process is used correctly to evaluate model performance .	Cross validation is not used or is used incorrectly to evaluate model performance.	Not Rated	
Readme Content	README is error-free and well-written : clear, concise, complete, organized, narrative, starting with a project overview.	README correctly includes all required elements : data science process steps, future improvement ideas, repository navigation, reproduction instructions, links to presentation and sources.	README omits required elements or has substantial errors in writing or substance.	Not Rated	
Notebook Content	Notebook is error-free and well-written : clear, concise, complete, organized, narrative, starting with a project overview.	Notebook correctly includes all required elements : data understanding, data preparation, modeling, and evaluation.	Notebook omits required elements or has substantial errors in writing or substance.	Not Rated	
Presentation Content	Presentation is error-free and well-written : clear, concise, complete, organized, narrative, starting with a project overview.	Presentation correctly includes all required elements : introduction, data science process steps, future improvement ideas, and contact info.	Presentation omits required elements, or has substantial errors in writing or substance.	Not Rated	
Presentation Style	All presentation slides have a professional style.	Most presentation slides have a professional style: uncluttered, light on text, no unnecessary jargon, visuals clearly demonstrate key points.	Most slides have unprofessional style : cluttered, text- or jargon-heavy, visuals that are dense, unclear or unnecessary	Not Rated	
Sourcing	Properly cites all content created by others and provides as much access as feasible and permissible .	Properly cites all content created by others (e.g. data, code, images).	Has uncited content created by others , or uses content without appropriate permission .	Not Rated	