

Assessment Criteria

There will be no grading system for the final project. This is because we want you to explore the data and be as creative as possible. Use this time to improve communication with your team leader. After all, they'll be the ones who accept your plan and dashboard. In order to complete the final sprint, your plan, report, and dashboard must be accepted through the platform by the team leader.

However, there are still some criteria that you must meet for your project to be accepted:

Criteria for Decomposition:

- Your decomposition should include a detailed and structured research plan. What questions do you want to answer with your dashboard? What hypotheses do you have? What visualizations will be used? How do you need to work with data prior to assembling the dashboard?
- All steps in the plan should relate to your research area. For example, if you choose to focus on customer analysis, you won't need to investigate the product range.
- Your plan should give your team leader a clear picture of what will be presented in the dashboard and report.

Criteria for the Dashboard:

- There are no limitations or requirements for your dashboard—except one: it has to be relevant to your research area.
- You may use either Tableau Public or Power BI to create your dashboard. If you need any help with your plan or visualization, you can reach out to your team leader or peers.
- The dashboard should tell a story and every visualization should be a part of this story.

Criteria for Report:

- You should provide your findings from working with the data and creating a dashboard in the format of a report.
- The report must include your conclusions and recommendations to the business, as it's the main goal of any analysis. Without conclusions and recommendations the final project won't get accepted.
- There is no strict format to the report - it may be just a document, a pdf with graphs, or a presentation.