Rubric for Kickstarting with Excel:

	Mastery 50 to > 47 points	Approaching Mastery 47 to > 43 points	Progressing 43 to > 39 points	Emerging 39 to > 0 points	Incomplete
Deliverable 1: Outcomes Based on Launch Date Chart	The Deliverable Fulfills "Emerging" Required Criteria – (25 pts). AND: ✓ The "Parent Category" is filtered on "theater" (5 pts) ✓ ALL THREE pivot table fields for columns, rows, and values are correct (10 pts) ✓ The row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order. (5 pts) ✓ A line chart is created that matches the solution file, it has a title, and it is saved as Outcomes_vs_Launch.png. (5 pts)	The Deliverable Fulfills "Emerging" Required Criteria – (25 pts). AND: ✓ The "Parent Category" is filtered on "theater" (5 pts) ✓ ALL THREE pivot table fields for columns, rows, and values are correct (10 pts) ✓ The row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order. (4 pts) ✓ A line chart is created but doesn't match the solution file, it may have a title, and it is saved as Outcomes_vs_Launch.png. (3 pts)	The Deliverable Fulfills "Emerging" Required Criteria – (25 pts). AND: ✓ The "Parent Category" is filtered on "theater" (5 pts) ✓ TWO of the THREE pivot table fields for columns, rows, and values are correct (6 pts) ✓ The row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order. (4 pts) ✓ A line chart is created but doesn't match the solution file, it may have a title and is saved as Outcomes_vs_Launch.png. (3 pts)	REQUIRED: ✓ A "months" column is created based on the "Date Created Conversion" column (10 pts) ✓ A pivot table is created in a new worksheet labeled "Theater Outcomes by Launch Date". (5 pts) ✓ The pivot table filters on "Parent Category" and "Years". (10 pts) AND: ✓ The "Parent Category" is filtered on a different category or shows all the categories. (2 pts) ✓ ONE of the THREE pivot table fields for columns, rows, and values are correct (6 pts) ✓ The row labels are changed to display the months, and the order of the campaign outcomes is sorted in descending order. (3 pts) ✓ A line chart is created but doesn't match the solution file, it may have a title, and it is saved as Outcomes_vs_Launch.png. (3 pts)	No submission was received -OR- Submission was empty or blank -OR- Submission contains evidence of academic dishonesty
	Mastery 30 to > 24 points	Approaching Mastery 24 to > 22 points	Progressing 22 to > 20 points	Emerging 20 to > 0 points	
Deliverable 2: Outcomes Based on Goals Chart	✓ A new sheet is created with eight columns and twelve rows. (3 pts) ✓ The COUNTIFS() function is correctly applied to ALL THREE columns. (15 pts)	✓ A new sheet is created with eight columns and twelve rows. (3 pts) ✓ The COUNTIFS() function is correctly applied to TWO of the columns. (13 pts)	✓ A new sheet is created with eight columns and twelve rows. (3 pts) ✓ The COUNTIFS() function is correctly applied to ONE of the columns. (12 pts)	✓ A new sheet is created with eight columns and twelve rows. (3 pts) ✓ The COUNTIFS() function is applied incorrectly to the three columns. (10 pts)	

	✓ The SUM() function is correctly applied to the `Number Successful`, `Number Failed`, and `Number Canceled` columns to calculate the Total Projects column. (3 pts) ✓ The percentages of successful, failed, and canceled projects are calculated correctly for all THREE columns (3 pts). ✓ A line chart is created with ALL the correct data, saved, and the chart has an appropriate title. (6 pts)	✓ The SUM() function is correctly applied to the `Number Successful`, `Number Failed`, and `Number Canceled` columns to calculate the Total Projects column, but the values are incorrect. (2 pts) ✓ The percentages of successful, failed, and canceled projects are calculated, but the percentages are incorrect. (2 pts). ✓ A line chart is created with TWO columns of correct data, saved, and may contain a title. (4 pts)	✓ The SUM() function is correctly applied to the `Number Successful`, `Number Failed`, and `Number Canceled` columns to calculate the Total Projects column but the values are incorrect. (2 pts) ✓ The percentages of successful, failed, and canceled projects are calculated, but the percentages are incorrect. (2 pts). ✓ A line chart is created with ONE column of correct data, saved, and may contain a title. (3 pts)	✓ The SUM() function is correctly applied to the `Number Successful`, `Number Failed`, and `Number Canceled` columns to calculate the Total Projects column, but the values are incorrect. (2 pts) ✓ The percentages of successful, failed, and canceled projects are calculated, but the percentages are incorrect. (2 pts). ✓ A line chart is created with incorrect data, saved, and may contain a title. (3 pts)	
	Mastery **8 points**	**Approaching Mastery** **7 to > 6 points**	**Progressing** **6 to > 4 points**	**Emerging** **4 to > 0 points**	
Deliverable 3: Structure, Organization, and Formatting	The written analysis has ALL of the following: ✓ There is a title, and there are multiple paragraphs (2 pts). ✓ Each paragraph has a heading (2 pt). ✓ There are subheadings (2 pt). ✓ Links are working, and images are correct and displayed where appropriate (2 pt).	The written analysis has ALL of the following: ✓ There is a title, and there are multiple paragraphs (2 pts). ✓ Each paragraph has a heading (2 pt). ✓ There are subheadings (2 pt) ✓ Not all the links to code and / or images are working, or they are incorrect. (1 pt).	The written analysis has ALL of the following: ✓ There is a title, and there are multiple paragraphs (2 pts). ✓ Each paragraph has a heading (2 pt). AND ONE of the following: ✓ There are subheadings (2 pt). ✓ Links are working, and images are correct and displayed where appropriate (2 pt).	The written analysis has ALL of the following: ✓ There is a title, and there are multiple paragraphs (2 pts). AND ONE of the following: ✓ Each paragraph has a heading (2 pt). ✓ There are subheadings (2 pt). ✓ Links are working, and images are correct and displayed where appropriate (2 pt).	
	Mastery **12 points**	**Approaching Mastery** **11 to > 8 points**	**Progressing** **8 to > 6 points**	**Emerging** **6 to > 0 points**	
Deliverable 3: Analysis	The Deliverable Fulfills "Emerging" Required Criteria – (4 pts). AND has the following: ✓ Challenges or difficulties encountered, and how they were	The Deliverable Fulfills "Emerging" Required Criteria – (4 pts). AND has the following: ✓ Challenges or difficulties encountered, and how they were	The Deliverable Fulfills "Emerging" Required Criteria – (4 pts). AND TWO of the following:	REQUIRED: ✓ The purpose and background are well defined (2 pts). ✓ The overview of the analysis is well described with screenshots (2 pts).	

overcome, are well explained. If there were no difficulties, describe any challenges or difficulties that could be encountered are explained (2 pts). ✓ There are two conclusions made about the Theater Outcomes by Launch Date (2 pts). ✓ There is a conclusion on the Outcomes based on Goals (2 pts) ✓ There is a summary of the limitations of the dataset, and there is a recommendation for additional tables or graphs (2 pts).	overcome, are well explained. If there were no difficulties, describe any challenges or difficulties that could be encountered are explained (2 pts). ✓ There are two conclusions made about the Theater Outcomes by Launch Date (2 pts). ✓ There is a conclusion on the Outcomes based on Goals (2 pts) ✓ There is a summary of the limitations of the dataset, OR there is a recommendation for additional tables or graphs (1 pts).	✓ Challenges or difficulties encountered, and how they were overcome, are explained. (1 pt). ✓ There are one or two conclusions made about the Theater Outcomes by Launch Date (1-2 pts). ✓ There is a conclusion on the Outcomes based on Goals (2 pts).	AND ONE of the following: ✓ There are one or two conclusions made about the Theater Outcomes by Launch Date (1-2 pts). ✓ There is a conclusion on the Outcomes based on Goals (2 pts).	