

	A+	A	A-	B	C	D	E	F	F-
<b>Report presentation 10%</b>	The report is well structured, clearly presented and an appropriate length. The analysis is fully justified with reference to appropriate literature and to the case study. It is at a professional standard.	The report is well structured, clearly presented and an appropriate length. The analysis is fully justified with reference to appropriate literature and to the case study.	The report is well structured, clearly presented and an appropriate length. The analysis is fully justified with reference to appropriate literature and to the case study.	There are minor issues with <i>one</i> of the following: -length of report -literature referencing -application to the case study	There are minor issues with <i>two</i> of the following, or major issues with <i>one</i> : -length of report -literature referencing -application to the case study	There are minor issues with <i>all</i> of the following, or major issues with <i>two</i> : -length of report -literature referencing -application to the case study	There are major issues with <i>all</i> of the following: -length of report -literature referencing -application to the case study	There are major issues with the presentation of the report.	No attempt
<b>Business Intelligence 40%</b>	The ways that the business could gain business advantage from the data are discussed in a clear and concise way. It would be possible to use this report to help make informed decision about the adoption of data mining for this business.	The ways that the business could gain business advantage from the data are discussed in a clear and concise way. It would be possible to use this report to help make informed decision about the adoption of data mining for this business.	The ways that the business could gain business advantage from the data are discussed in a clear and concise way. It would be possible to use this report to help make informed decision about the adoption of data mining for this business.	There are some minor issues with any ONE of the following: -analysis is fully justified with reference to case study -selection of appropriate algorithms -consideration of legal / ethical issues -how information could be used -possible uses for information discovered	There are some minor issues with any TWO of the following, or major issues with ONE: -analysis is fully justified with reference to case study -selection of appropriate algorithms -consideration of legal / ethical issues -how information could be used -possible uses for information discovered	Some relevant material is included that could be of benefit. There are some minor issues with any THREE of the following, or major issues with TWO -analysis is fully justified with reference to case study -selection of appropriate algorithms -consideration of legal / ethical issues -how information could be used -possible uses for information discovered	Little relevance to case study. Lacks relevant sources of information. Limited business use is demonstrated.	Unrelated to the case study, incomplete, no business use is demonstrated.	No attempt
<b>Legal and Ethical Issues (20%)</b>	There is a discussion of legal and ethical issues related to data mining, completely relevant to the case study. This work is at professional standard.	There is a discussion of legal and ethical issues related to data mining, completely relevant to the case study	There is a discussion of legal and ethical issues related to data mining, largely relevant to the case study	There is a discussion of legal and ethical issues related to data mining, mainly relevant to the case study	There is a discussion of legal and ethical issues related to data mining, with some relevance to the case study	There is a brief discussion of legal and ethical issues related to data mining - general rather than relevant to the case study	No ethical issues are identified <i>or</i> No legal issues are identified	Neither legal nor ethical issues are identified	No attempt
<b>Star Schema 30%</b>	The fact table contains a relevant and useful fact or facts for analysis purposes. ALL dimensions are correctly designed and relevant to the case study. Foreign keys are correctly placed. The diagram is clearly presented and easy to read.	The fact table contains a relevant and useful fact or facts for analysis purposes. ALL dimensions are correctly designed and relevant to the case study. Foreign keys are correctly placed. The diagram is clearly presented and easy to read.	The fact table contains a relevant and useful fact or facts for analysis purposes. ALL dimensions are correctly designed and relevant to the case study. Foreign keys are correctly placed. The diagram is clearly presented and easy to read.	The fact table contains a relevant and useful fact or facts for analysis purposes. MOST dimensions are correctly designed and relevant to the case study. Foreign keys are correctly placed. The diagram is clearly presented and easy to read.	A star schema is presented that has a significant fact table from the case study. At least 3 dimensions are related to the fact table. There may be some issues with formal correctness OR usefulness of facts selected.	A star schema is presented that has a significant fact table from the case study. At least 2 dimensions are related to the fact table. There may be some issues with formal correctness AND usefulness of facts selected.	Issues with any TWO of the following: -Star schema is formally incorrect (e.g. placement of keys) OR -issues with facts OR -usefulness of fact selected	Issues with ALL of the following: -Star schema is formally incorrect (e.g. placement of keys) OR -issues with facts OR -usefulness of fact selected	No attempt
<b>GENERIC GUIDELINE FOR THIS GRADE</b>	An outstanding response to the task. The work demonstrates characteristics beyond that expected for work at the given level of study within the discipline.	An outstanding response to the task. The work demonstrates characteristics beyond that expected for work at the given level of study within the discipline.	An excellent response to the task. The work demonstrates characteristics in relation to those expected at the given level of study within the discipline.	A good response to the task, with some very good features. The work demonstrates most or all of the characteristics in relation to those expected at the given level of study within the discipline.	A sound, competent response to the task. The work demonstrates most or all of the characteristics in relation to those expected at the given level of study within the discipline.	An adequate but weak response to the task. Learning outcome has just been met.	An unsatisfactory response to the task. The work may display some strengths but these are outweighed by several weak features in relation to the expectations for the given level of study within the discipline.	An unsatisfactory response to the task. Any strengths of the work are heavily outweighed by many weak features in relation to the expectations for the given level of study within the discipline.	An unsatisfactory response to the task. The work fails to meet the requirements in relation to those expected at the given level of study within the discipline.