

1. Project Overview	5 Points Description of the project's purpose is vague or missing.	10 Points Description of the project's purpose is clear but lacks details on expected insights.	15 Points Clearly and thoroughly describes the project's purpose, dataset, and specific user attributes or data points with an outline of expected insights.
2. Libraries and Data Handling	6 Points Libraries are not listed or inadequately described; data loading and preprocessing steps are missing or incorrect.	13 Points Libraries are listed and described; data loading is explained with minor errors or omissions in preprocessing steps.	20 Points Comprehensive listing and description of libraries; data is accurately loaded and thoroughly preprocessed, demonstrating proficiency in handling and cleaning data.
3. Data Analysis Techniques	10 Points Limited or incorrect use of descriptive statistics; lacks inferential statistics or predictive modeling where applicable.	20 Points Appropriate use of descriptive statistics; some use of inferential statistics or predictive modeling with minor errors.	30 Points Excellent application of descriptive, inferential, and predictive techniques (as applicable); analysis is thorough and methodologically sound.
4. Visual Insights	6 Points Few or no visuals are provided, or they are incorrectly implemented with little to no explanation.	13 Points Basic visuals are provided; explanations are present but lack depth or insight.	20 Points A range of well-constructed visuals that effectively communicate key insights, with comprehensive and insightful explanations.
5. Key Findings and Business Impact	3 Points Findings are unclear or irrelevant; no discussion of business impact.	7 Points Some key findings are identified; basic discussion of potential business impacts.	10 Points Clear, relevant key findings are thoroughly summarized; insightful discussion on how findings can influence business decisions or strategies.
6. Machine Learning Implementation	6 Points Implementation lacks clarity and relevance; findings from the machine learning model are unclear or	13 Points Implementation shows a basic understanding of machine learning principles; key findings from the	20 Points Implementation is robust and demonstrates a deep understanding of machine learning; clear and relevant findings are

	inaccurately interpreted with no discussion on how these might impact business or operations	model are identified and there is a basic discussion on their potential impact on business decisions or operational strategies.	thoroughly analyzed and summarized. There is an insightful discussion on how these findings can influence business decisions or strategies, demonstrating the ability to translate data-driven insights into actionable recommendations.
7. Advanced Analysis (Extra Points)	0 Points	3 Points	5 Points
	No advanced analysis conducted.	Basic advanced analysis is conducted, but it lacks depth or relevance.	Comprehensive and relevant advanced analysis that enhances understanding of market dynamics or patterns.
8. Conclusion	1 Points	3 Points	5 Points
	Conclusion is missing or does not tie back to the analysis.	Conclusion is present but lacks depth or fails to highlight the importance of data-driven decision-making.	Effective conclusion that summarizes insights well and emphasizes the importance of data-driven decisions.