

Customer Analytics

Marking Guide Individual Research Project

Evaluation criterion	Poor (5)	Fair (10)	Good (15)	V Good (20)	Excellent (25)
Clear and accurate identification of issue or problem to be addressed	Simply restates question without framing or identifying issues, or fails to state/discuss correct issue/problem	Simple and accurate identification of issue/problem but with little evidence/justification provided.	Clear and well articulated description or issue/problem.	Insightful and succinct identification of issue/problem, with clear justification provided by analysis of the scenario.	Insightful and succinct identification of issue/problem, demonstrating an exceptional analysis of the scenario.
Empirical Application	Does not explain any analytical concepts. Does not apply analytics to own situation, or application is inaccurate.	Introduces analytical concepts but does not explain them adequately. Applies analytics to own situation appropriately but may include minor errors or omissions.	Introduces and explains analytical concepts adequately. Accurately applies analytics to own situation.	Introduces and explains analytical concepts comprehensively. Accurately and insightfully applies analytics to own situation.	Introduces and explains analytical concepts comprehensively, demonstrating a breadth and depth of understanding. Accurately and insightfully applies analytics to own situation.
Effectively addressing the task	Responds inappropriately or tangentially to the task or topic.	Only addresses the task partially.	Addresses the main question(s) and offers sufficient information to inform the audience.	Addresses the main question(s) well and offers good information that is also appropriately presented to inform the audience.	Addresses the main question(s) very well and offers excellent information that is perfectly presented to inform the audience. Only relevant information offered.
Written communication: Organisation, clarity and grammar	Disorganised and incoherent, lacking in linkages between sections/arguments and/or clear introduction/conclusion.	Some attempt to organise in a logical manner, and reasonable clarity of expression and clear introduction/conclusion.	Logical organisation applying the main conventions for the style of writing, coherently and logically constructed with strong introduction/conclusion.	Excellent organisation and effectively applying main conventions for the style of writing, uses a clear and logical structure with strong introduction/conclusion.	Extremely professional example of this style of writing. Shows a polished and insightful approach to the report organisation, with compelling clarity of expression.