

## BUSOBA 7250 – Group Projects

The project includes a presentation of the final results in class. In addition, you should also produce a clean report generated using R-Markdown (which includes R code) to support your analysis. Your report should also include interpretations of your analyses/results. The interpretation should encompass a thorough understanding of the implications, significance, and real-world applications of your analyses, shedding light on the key insights derived from your results. Your goal should be extracting at least 10 key insights from your datasets.

Project grades are broken into four key deliverables:

(a) **Project Outline**, (b) **Analytical Rigor**, (c) **In-class Presentation**, and (d) **Report Quality**.

### ASSESSMENT RUBRIC Total Score 100 points.

*Each Exceeds Standards (10 points); Meets Standards (8 points); Below average in meeting standards (5 points); Did not address the issue (0 points)*

1. A clear outline of your intended analysis that effectively communicates the project's purpose, objectives, and approach.
2. Creativity in identifying the problem statement and proposing the analyses that will be done.
  - a. Goes beyond conventional methods in proposing analyses, showcasing a creative and insightful approach to address the identified problem.
  - b. While creative, the proposed analyses should also be feasible and aligned with the project's objectives, ensuring practicality in their execution.
3. Conducted in-depth exploration of the dataset.
4. Demonstrates a comprehensive understanding of the variables, and relationships within the context of the project.
5. Exhibits a mastery of data exploration/cleaning/wrangling methods and enhancing the depth and quality of the analysis.
6. Adheres to best practices for clean coding, ensuring that the R code is free from redundancies and unnecessary complexities.
7. Overall preparedness, teamwork, and quality of presentation.
  - a. The introduction, arguments, and solutions were clearly communicated, and examples were appropriate.
8. Overall quality of slides
  - a. The slide transitions and flow were easy to follow. The slides were error-free and logically presented.
9. Use of clean visualizations to communicate the above insights.
10. Prioritizes code readability, making it accessible to others by using meaningful variable names, clear comments, and well-structured logic.
11. Provides well-thought-out insights, significance of implications derived from analyses, and recommended course of action.