Project Rubric

Project Specifications	Metric for success	Developing - 0		Accomplished - 1		Exemplary - 2		Notes
README.md	Student has a clear readme, highlighting important aspects of the project.	Student does not have a readme, or has one that is just a copy of the notebook.	☐	Student has a readme that is clear and well organized. It outlines their data (sources, anything quirky or hard to understand, etc.), their process, and their recommendations based on results.	☐	Student has a readme with a clear and well organized outlines, conclusion, and recommendation section. Visualizations are present. Language and markdown lend themselves to succinctness.	☐	
Data Collection	Student successfully gathered data using an API that was relevant to their business problem.	Student was unable to use API calls to gather data.	☐	Student was able to use API calls to gather data from the Yelp API and store it in two separate csv files that could could be joined into one dataframe.	☐	Student included an additional data source to augment their Yelp Data	☐	
Quality of Code, Final Notebook	Student creates a notebook (or several) that is well documented, clean, easy to read and understand, and has a neat, organized GitHub repo.	There isn't a final notebook in Github, or that notebook does not show the whole proces. Code may not run, or is hard to read, or is not commented.	☐	Code in final notebook is clean, organized, and well commented.	☐	Code in final notebook is clean, organized, and well commented. Markdown cells add clarity and outline the process. Functions are utilized where appropriate to increase readability and reduce repetition.	☐	
Describing/Visualizing, Final Notebook	Student explores data using visualizations and descriptive statistics and is able to interpret these visuals and values in the context of their business problem.	Student creates fewer than 4 well-constructed visualizations (ie, visualizations are well labeled and accurately represent the data) and/or is unable to interpret them.	☐	Student created at least 4 well-constructed visualizations and is able to accurately interpret them.	☐	Student created at least 4 well-constructed visualizations and is able to interpret and compare or link them together to tell a cohesive story about the data.	☐	
Drawing Conclusions, Final Notebook	Student makes a business recommendation driven by data analysis.	No conclusion is present.	☐	Conclusion is present and includes 2 business observations motivated by data analysis.	☐	Conclusion is present, includes 3 data-driven business observations, and future steps for further analysis/recommendations.	☐	
Final Presentation	Student delivers a clear, organized, well-thought out presentation that can be understood by a non-technical audience.	Slides are unclear, disorganized. Visuals are not legible to audience. Slides may be too text-heavy. Student goes over time.	☐	Student delivers a presentation that is mostly organized and clear in the allotted time. Overall, presentation is understood by audience.	☐	Student is engaging and presents a well-organized, clear, legible presentation in the allotted time. Visuals add to the presentation and are well explained. The presentation tells a cohesive story.	☐	
Score (1-5)	1		0		0		0	