MARKETING ANALYTICS

PROJECT – RUBRICS

	Rubric for the Written Project	Maximum Points
1	Description of the goal of your project and its relevance in marketing analytics	10
2	Literature review or State of Current Business Knowledge	5
3	Description of your dataset	5
4	Clean and preprocess the data (text processing).	20
5	Data partition into training and testing sets	5
6	Model construction (classifier(s) of your choice)	10
7	Model evaluation (discuss and demonstrate your understanding of the results, and explain the challenges)	10
8	Discuss the parameters of each operator (if applicable) used in your experiment(s)	10
9	Conclusions: discuss how text mining is used for sentiment analysis and its importance in marketing	15
10	References, Clarity, Formatting, Punctuality, Originality	10
	Total	100

	Rubric for the Presentation	Points
1	Introduction includes a clear presentation of the marketing idea and its motivation	10
2	Appropriate use concepts and relationships (potential presentation/use of examples to make a point).	10
3	Degree of use of relevant sources (extent to which presentation shows the depth and sophistication in the use of the sources of information)	10
4	Presentation of materials is in a logical order that makes sense	10
5	Presentation of conclusions/recommendations emphasizing the points made.	10
6	Visual aids are clear and neat (large font, bullet points, clear charts and/or graphs)	10
7	Degree of creativity shown in the presentation (how are you trying to capture and maintain audience interest/attention.	10
8	Presentation is well-rehearsed (minimum reading from notes, presenter speak clearly and can easily be heard)	10
9	Ability to answer questions raised during and after presentation	10
10	Overall Rating including punctuality and submission of all parts in the format requested	10
	Total	100