	Mastery	Approaching Mastery	Progressing	Emerging	Incomplete
Written Analysis (50 points)	Presents a cohesive written analysis that ✓ Speaks to potential investors as the audience ✓ States selected question and provides a clear response to it ✓ Provides 3 pieces of supplementary information (not including list of outside resources or selected questions)	Presents a cohesive written analysis that ✓ Speaks to potential investors as the audience ✓ States selected question and provides a clear response to it ✓ Provides 2 pieces of supplementary information (not including list of outside resources or selected questions)	Presents a developing written analysis that ✓ Speaks to potential investors as the audience ✓ States selected question and provides a response to it ✓ Provides 1 piece of supplementary information (not including list of outside resources or selected questions)	Presents a limited written analysis that ✓ Speaks to potential investors as the audience ✓ States selected question and provides an unclear response to it	No submission was received -OR- Submission was empty or blank -OR- Submission contains evidence of academic dishonesty
Tableau Story (40 points)	The submitted Tableau story presents a cohesive story and includes all of the following: ✓ 5-6 NYC visualizations ✓ 5-6 Des Moines story points ✓ Arranged in a logical order (i.e. they are not just random visualizations and story points)	The submitted Tableau story presents a cohesive story and includes all of the following: ✓ 4 NYC visualizations ✓ 4 Des Moines story points ✓ Arranged in a logical order (i.e. they are not just random visualizations and story points)	The submitted Tableau story presents a developing story and includes all of the following: ✓ 3 NYC visualizations ✓ 3 Des Moines story points ✓ Logic supporting ordering of items is unclear	The submitted Tableau story presents a limited story and includes all of the following: ✓ 2 NYC visualizations ✓ 2 Des Moines story points	
Independent Research (10 points)	Three or more credible outside resources are cited in either the Written Analysis or Tableau story.	Two or more credible outside resources are cited in either the Written Analysis or Tableau story.	Two outside resources of any kind are cited in either the Written Analysis or Tableau story.	One outside resource of any kind is cited in either the Written Analysis or Tableau story.	