




Big Data Analytics - Project Proposal Rubric:

Total Marks: 10

Weight: 5%

Criteria	Excellent (2 marks) 	Fair (1 mark) 	Work In Progress (0 marks) 
Problem Statement	Clearly and concisely states the problem with strong rationale	States the problem with some rationale but lacks clarity or detail	Problem is poorly defined, or rationale is missing
Proposed Solution	Solution is thoroughly explained, and feasible	Solution is adequately explained but lacks detail and/or requires some tweaks to make feasible.	Solution is vague or lacks feasibility
Data Sources	Clearly identifies highly relevant, accessible, and credible data sources with detailed acquisition plans	Identifies relevant data sources but with vague or incomplete details on data acquisition	Fails to identify relevant data sources or lacks detail on how data will be acquired
Deliverables	Deliverables are clearly defined, measurable, and relevant	Deliverables are defined but lack clarity or relevance	Deliverables are not clearly defined or are irrelevant
Narrative	Compellingly links the problem, proposed solution, and data sources, clearly stating assumptions and rationale for choices made.	Adequately connects problem, solution, and data but may lack clarity in assumptions or rationale.	Narrative is disjointed, failing to cohesively link problem, solution, and data or clarify assumptions.