
RUBRIC FOR FINAL PRESENTATION

Category	Scoring Criteria	Score
Introduction	Background (on data and industry) and objectives of the analysis are clearly explained.	/3
Data	Data source is clearly explained. High data originality and quality also count.	/3
Analyses	Justification for the choice of model is provided. General information about the model/analytics is sufficiently provided.	/3
Results	Results are clearly explained not only in numbers, but in terms of economic and managerial significance and implications.	/3
Presentation style	Analytical methodology/technical terms can be generally understood by anyone in business	/3
	Slides and other visual aids are informative and effective.	/2
	Delivery is poised, controlled, and smooth.	/2
Conclusion	Major points of presentation are clearly summarized.	/3
	Questions are well answered throughout presentation.	/3
Total		/25
Comments		