

**MARKING RUBRIC: ASSIGNMENT 3 - MODEL ASSESSMENT ASSIGNMENT****Question 1: Cumulative Lift Plot and Explanation (10 marks)****Criteria:**

- Accuracy in attaching and explaining the Cumulative Lift plot.
- Depth of understanding of the Cumulative Lift at the 15% quantile.
- Clarity in linking the explanation to the project's business objective.

Level	Description
<b>Poor (0-2 marks)</b>	Fails to attach the correct plot or provides an incorrect or irrelevant explanation.
<b>Needs Improvement (3-4 marks)</b>	The correct plot is attached, but the explanation of the Cumulative Lift at the 15% quantile contains significant inaccuracies or is superficial.
<b>Satisfactory (5-6 marks)</b>	The correct and clear plot is attached; the explanation is mostly accurate but lacks depth or direct relevance to the business objective.
<b>Good (7-8 marks)</b>	Correct plot with a clear, accurate explanation of the Cumulative Lift at the 15% quantile. Minor details are missing in the context of the business objective.
<b>Excellent (9-10 marks)</b>	Perfectly attaches and explains the plot; provides deep insights into the Cumulative Lift at the 15% quantile, directly linking it to the business objective with detailed analysis.

**Question 2: Cumulative Captured Response Percentage Plot and Explanation (10 marks)****Criteria:**

- Accuracy in attaching and explaining the Cumulative Captured Response Percentage plot.
- Understanding of the model's performance at the 20% quantiles.
- Contextual relevance of the analysis.

Level	Description
<b>Poor (0-2 marks)</b>	Incorrect or missing plot; the explanation is incorrect or irrelevant.
<b>Needs Improvement (3-4 marks)</b>	The correct plot is attached, but an explanation of the 20% quantiles is inaccurate or lacks clarity.
<b>Satisfactory (5-6 marks)</b>	The plot and the explanation are generally correct but could be more detailed or explicitly connected to the project context.
<b>Good (7-8 marks)</b>	Correct and clear plot; Accurate explanation with minor omissions; shows an understanding of project relevance.
<b>Excellent (9-10 marks)</b>	Excellent attachment and explanation of the plot; detailed, insightful analysis clearly connected to the project's context.

**Question 3: Accuracy Plot and Explanation at 0.4 Cutoff (15 marks)****Criteria:**

- Correctness of the attached Accuracy plot.
- Depth and accuracy of explanation at the 0.4 cutoff.
- Linkage of the explanation to the project's specific scenarios.

Level	Description
<b>Poor (0-3 marks)</b>	The plot is incorrect or not attached; the explanation is irrelevant or incorrect.
<b>Needs Improvement (4-6 marks)</b>	The correct plot is attached, but the explanation at 0.4 cutoffs contains significant errors or is superficial.
<b>Satisfactory (7-9 marks)</b>	Correct and clear plot; mostly accurate explanation but lacks depth or specific project linkage.
<b>Good (10-12 marks)</b>	Correct and clear plot. Accurate explanation of accuracy at the 0.4 cutoff with minor missing details.
<b>Excellent (13-15 marks)</b>	Excellent plot and detailed, insightful explanation clearly linked to specific project scenarios.

**Question 4: Event Classification Chart and Critique (20 marks)****Criteria:**

- Correctness and relevance of the attached Event Classification chart.
- Depth of critique based on the 0.5 cutoff on validated data.
- Analytical depth and connection to the business context.

Level	Description
<b>Poor (0-4 marks)</b>	Missing or incorrect chart; critique is irrelevant or incorrect.
<b>Needs Improvement (5-8 marks)</b>	The correct chart is attached, but the critique is superficial or contains inaccuracies.
<b>Satisfactory (9-12 marks)</b>	Correct chart; critique is generally accurate but could be more detailed or contextually relevant.
<b>Good (13-16 marks)</b>	Accurate chart; solid critique with minor omissions; shows an understanding of business relevance.
<b>Excellent (17-20 marks)</b>	Perfectly relevant and accurate chart; detailed, insightful critique fully integrated with business context.

**Question 5: Gain Chart Comparison (20 marks)****Criteria:**

- Produce and attach the Gain chart accurately for both models.
- Comparative analysis of champion vs. weakest model.
- Depth of insight and contextual relevance.

Level	Description
<b>Poor (0-4 marks)</b>	Missing or incorrect Gain charts; comparison is irrelevant or incorrect.
<b>Needs Improvement (5-8 marks)</b>	Charts are attached, but the comparison contains errors or lacks depth.
<b>Satisfactory (9-12 marks)</b>	Correct charts; comparison is generally accurate but lacks depth or relevance.
<b>Good (13-16 marks)</b>	Accurate charts; good comparison with minor omissions; some insights into project context.
<b>Excellent (17-20 marks)</b>	Perfect charts. A detailed and insightful comparison that is highly relevant to the project context.

**Question 6: Model Importance and PD Plot Interpretation (10 marks)****Criteria:**

- Correct attachment of Model Importance table and PD plot.
- Interpretation of PD plots for the most important variable.
- Insightfulness and project-specific relevance in interpretation.

Level	Description
<b>Poor (0-2 marks)</b>	Missing or incorrect attachments; interpretation is irrelevant or incorrect.
<b>Needs Improvement (3-4 marks)</b>	Attachments are present, but the interpretation contains significant errors or is too general.
<b>Satisfactory (5-6 marks)</b>	Correct and clear attachments; interpretation is generally correct but lacks depth or specific relevance.
<b>Good (7-8 marks)</b>	Correct and clear attachments; solid interpretation with minor omissions; shows understanding of project relevance.
<b>Excellent (9-10 marks)</b>	Perfect attachments; detailed, insightful interpretation clearly linked to specific project scenarios.

**Question 7: LIME Chart Interpretation for a Random Instance (15 marks)****Criteria:**

- Correctness of the attached LIME chart for a random instance.
- Depth of interpretation for a non-exemplified variable.
- Relevance and insightfulness of the interpretation in the project context.

Level	Description
<b>Poor (0-3 marks)</b>	Incorrect or missing LIME chart; interpretation is irrelevant or incorrect.
<b>Needs Improvement (4-6 marks)</b>	The chart is attached, but the interpretation is superficial or contains inaccuracies.
<b>Satisfactory (7-9 marks)</b>	Correct chart; interpretation is generally accurate but could be more detailed or contextually relevant.
<b>Good (10-12 marks)</b>	Accurate chart; solid interpretation with minor omissions; shows understanding of business relevance.
<b>Excellent (13-15 marks)</b>	Perfect chart; detailed, insightful interpretation fully integrated with business context.

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