



Criteria	Poor	Needs Improvement	Satisfactory	Good	Excellent
Identification of Data (10 marks)	0-2 Data sources are inadequately identified or irrelevant to predictive modelling objectives. Lacks understanding of the data needed for predictive modelling.	>2-4 Data sources are partially identified but lack relevance or clarity. Limited understanding of the data needed for predictive modelling.	>4-6 Data sources are identified but may have gaps or lack clarity in relevance. Shows a basic understanding of the data needed for predictive modelling.	>6-8 Relevant data sources are clearly identified, demonstrating an understanding of predictive modelling objectives.	>8-10 Data sources are clearly identified and relevant to predictive modelling objectives. Demonstrates deep understanding of data requirements.
Executive Summary (10 marks)	0-2 Missing or incomplete executive summary.	>2-4 The executive summary is present but lacks clarity or conciseness.	>4-6 The executive summary provides a basic overview but lacks depth or impact.	>6-8 The executive summary is clear and concise, highlighting key objectives and potential impact.	>8-10 Executive summary effectively summarises project overview, objectives, and potential impact with exceptional clarity and impact.
Introduction (15 marks)	0-3 Missing or incomplete introduction.	>3-6 The introduction lacks clarity or fails to set the context effectively.	>6-9 The introduction provides basic context but lacks depth or relevance.	>9-12 The introduction sets the context effectively and clearly states the purpose of the project.	>12-15 The introduction provides compelling context, clearly stating the project's purpose and relevance to the identified problem or question.

Objectives and Goals (10 marks)	0-2 Missing or incomplete objectives and goals.	>2-4 Objectives and goals are present but lack specificity or measurability.	>4-6 Objectives and goals are somewhat clear but may lack alignment with the project's purpose.	>6-8 Objectives and goals are clearly defined and measurable, aligned with the project's purpose.	>8-10 Objectives and goals are clearly defined, measurable, and precisely aligned with the project's purpose.
Data Sources (5 marks)	0-1 Missing or incomplete description of data sources.	>1-2 Data sources are mentioned but not adequately described or justified.	>2-3 Data sources are described but lack detail or relevance.	>3-4 Data sources are clearly identified and described, demonstrating an understanding of their relevance to the project.	>4-5 Data sources are clearly identified, thoroughly described, and highly relevant to the project objectives.
Scope of Work (15 marks)	0-3 Missing or incomplete scope of work.	>3-6 The scope of work is mentioned but lacks detail or clarity.	>6-9 The scope of work is somewhat detailed but may lack alignment with project objectives and the data mining process.	>9-12 The scope of work is clearly defined, outlining tasks and activities aligned with project objectives and the data mining process.	>12-15 The scope of work is comprehensive, clearly defining tasks, activities, and their alignment with project objectives and the data mining process.
Tools and Technologies (5 marks)	0-1 Missing or incomplete list of tools and technologies.	>1-2 List of tools and technologies is present but lacks justification or relevance. The tools	>2-3 List of tools and technologies is provided with some justification but lacks	>3-4 The list of tools and technologies is justified and relevant to the project,	>4-5 List of tools and technologies is well-justified, demonstrating a

		do not all exist in SAS Viya and are not suitable for predictive modelling.	depth or specificity. The tools do not all exist in SAS Viya or not all are suitable for predictive modelling.	demonstrating an understanding of their use. The tools all exist in SAS Viya, but not all of them are suitable for predictive modelling.	thorough understanding of their relevance and suitability for the project. The tools all exist in SAS Viya and are suitable for predictive modelling.
Timeline (5 marks)	0-1 Missing or incomplete timeline.	>1-2 The timeline is present but lacks milestones or deadlines.	>2-3 The timeline includes milestones and deadlines but lacks detail or feasibility.	>3-4 The timeline is well-developed, with clear milestones and deadlines aligned with the project scope and objectives.	>4-5 The comprehensive timeline has detailed milestones and deadlines presented clearly and feasibly.
Risk Management (10 marks)	0-2 Missing or incomplete risk management section.	>2-4 The risk management section is present but lacks identification of potential risks or strategies for mitigation.	>4-6 Risks are identified but lack detail or specificity. Strategies for mitigation are mentioned but lack depth or feasibility.	>6-8 Risks are clearly identified with strategies for mitigation, demonstrating an understanding of project risks.	>8-10 Risks are comprehensively identified with well-developed strategies for mitigation, demonstrating a thorough understanding of project risks and proactive planning.

Conclusion (10 marks)	0-2 Missing or incomplete conclusion.	>2-4 The conclusion is present but lacks a summary or next steps.	>4-6 The conclusion provides a basic summary but lacks impact or clarity on the next steps.	>6-8 The conclusion summarises the proposal effectively and includes clear next steps or actions needed.	>8-10 The conclusion effectively summarises the proposal, highlighting key points and providing compelling next steps or actions needed.
Writing Skills (5 marks)	0-1 Language is unclear and fails to convey ideas effectively. The structure is disorganized and difficult to follow. Contains numerous grammatical errors and typos.	>1-2 The language lacks clarity and may confuse the reader at times. The structure is somewhat disorganised, affecting readability. Contains several grammatical errors and typos.	>2-3 Language is generally clear but may lack precision in conveying ideas. The structure is somewhat organised but could be improved for better readability. Contains occasional grammatical errors and typos.	>3-4 Language is clear and conveys ideas effectively. The structure is logical and enhances readability. Contains minimal grammatical errors and typos.	>4-5 Language is exceptionally clear and precise, demonstrating mastery of communication skills. The structure is highly organised, facilitating easy understanding. Virtually free from grammatical errors and typos.