

Category	Elements	Minimum Required	Points for Each	Maximum for this Category	Check
<b>Data Source</b>	Data Sheets/Tables - Tables derived from a single source table will count as one	2	5	25	25
	Links between Data Sheets/Tables - Links between tables derived from a single source table will not count	1	5	25	25
<b>Visualizations</b>	Simple Visualizations	2	5	20	25
	Advanced Visualization, i.e. Drill down, Filter, or Parameter	1	5	20	20
	Dashboard	1	10	20	20
	Animated Visualization or Map	1	10	20	20

Elements	Points		Check
<b>Introduction</b>	Clear and succinct description of the background of the project, including, where appropriate, references to external sources.	10	10
	Ambitiousness of the project	20	>10
	Clear and succinct description of the research questions, ideally formulated as actual questions.	10	7
<b>Methodology</b>	Clear and succinct description of the data sources used in the project, including, when appropriate, where you sourced them.	10	10

<b>Analysis</b>	Clear and succinct description of how you used the data that you sourced and visualizations to address the research questions. Ideally, the report will contain images of the visualizations.	10	10
	Appropriateness of visualizations to address the research questions (e.g, is all the information that seems relevant to the question included in the visualization, is there no superfluous information, is the chart type selected for the visualization appropriate?).	10	10
<b>Conclusion</b>	Clear and succinct conclusions for both research questions, including justifications.	10	7
	Identification of additional research questions, ideally formulated as actual questions. I only expect you to identify them; I do not expect you to actually answer them as well.	5	5
<b>Language and formatting</b>	Appropriate and professional formatting.	5	5
	Correct spelling.	5	5
	Correct grammar.	5	5

Perhaps the most nebulous of the above is the second item, namely the ambitiousness of the project. It is hard to define this concept more precisely, other than to give some examples. Here are some examples of projects that lack ambition

- A project that simply redoes one of the exercises in the course but with slightly different data (e.g. the car sales example but using sales data from another domain).
- A project that uses data from a single web source, such as Kaggle, or the census.
- A project that uses artificial data.
- A project that compares some phenomenon (e.g., number of car crashes, number of police-involved killings) by some geographical area (state or county) but does not normalize for population size. You would expect California to have more of almost everything than Vermont because its population is so much larger, but the picture may look very different if you normalize for population size.

On the other hand, a project that combines data from completely different sources (e.g., COVID data from the Florida Department of Health with demographic data from the Census Bureau) is ambitious. The notion is that you stretch yourself. We will return to

this issue on the next page which discusses the issue of selecting data sources for your project.