Artifact	Criteria	1-Needs Improvement	2-Meets Expectations	3-Exceeds Expectations
SQL	SQL Queries	Completes less than 60% queries	Completes between 60% and 90% queries	Completes 100% queries
Python	Process Documentation	Comments on the code are scarce or inexistent.	At reasonable points in the code, there are comments pointing out the rationale, logic or the main ideas behind the code, especially with data cleaning and data pre-processing operations.	The comments on the code help navigate through the data analysis process, making it more understandable, accesible and coherent. The comments add value to the exercise and are proof of deep thinking and reflection on the work
	File Organization / GitHub Repo	The structure given to the GitHub repo is sloppy or chaotic. Some indicators: files not placed properly in appropriate folders, no README document, poorly written Readme, poor naming conventions, inaccesible names, inconsistencies, dificulty to locate resources, etc.	The structure of the repo follows best practices reviewed in class, the README document somewhat explains the project and the structure of the document, and files are placed in proper folders with correct naming conventions.	The structure of the repo created for this project is robust. The README file elaborately defines the purpose of the project, talks briefly about the methodology used to build the model and the structure of the repo is also clear. The use of semantic names is abundant, making very clever choices to economize steps and optimize understanding.
	Code Readability	The code is messy, glitchy, buggy and repeated lines of code are used. The code is not properly organized in code blocks (if using pycharm or some other IDE) or different cells (if using jupyter)	Use of clean code standards, different code blocks/cells used for different operations, and the code follows a proper data analysis workflow	Refactored and elegant code. Code is organized in code blocks as functions (apart from using code blocks/cells for different sets of operations). It's effectiveness does not make it difficult to access and understand.
	Process - EDA, cleaning, pre-processing, mo	The work shows "holes" because some parts of the data analysis workflow were not completed.	The complete data analysis process is well implemented with each step in the process covered to a good extent (reference to the things covered in class). Every step builds onto the previous one. All shed light and direct the following steps.	In addition to implementing the complete data analysis process, the student also reflected on their previous work and iterated over it to improve the accuracy of their results. Their extra work is highlighted in the documentation.
	Number of models compared	1	2	3 or more
Tableau	Dashboard Clarity	Dashboard is either not organized well, cluttered with too much information, or there is too little information provided. The information is scattered and unlinked, making the dashboard difficult to read and less useful for drive conclusions.	Dashboard is clear and easy to understand, well organized with use of proper visualization and representation of the relevant information.	Dashboard is visually appealing, presents appropriate visualizations and information that justifies the dashboard as a decision making tool. The plots are well labeled with correct depth of information, have meaningful titles, use filters, etc.
	KPIs	KPIs are either unclear or ineffective for the problem they defined.	KPIs are identifiable (pretty custom). They help solve the problem well.	Creative and useful KPIs for the problem they defined.
	Clear and informative visual design	The plots are not detailed well, have missing titles, or axes that aren't formatted well.	The plots are detailed well, title is present, axes are formatted. The labels and descriptions are effective to understand at a glance.	The visual design is an added value to the plot. The plots are detailed well, with titles present, and axes formatted. The typeface was chosen well and the text hierarchy is sound. The text is clear and legible. The labels and descriptions are easy to understand at a glance.
	All metrics clearly identified and plotted	Scarce metrics. Some metrics described are not represented. The comparisons are anecdotal or dont provide insight into the problem,	All the metrics described are present in the graphs and have one or more representations where they are constrasted.	The correlation between the information is exceptional. The information drives towards understanding a point of view. It's efficient, not only effective.
	Answer the chellenge questions	More than 50% of the questions were not answered or not fully answered.	Between 50% and 90% of the questions were answered. The responses are custom and expectable.	100% of questions are answered thoroughly. Also other secondary questions were proposed and answered. Questions might be put into another perspective. Critical thinking is at it's best.
Presentation	Time	Over 10 minutes or over 10 slides.	Between 6-10 min and 6-10 slides. Employs a structure such as: 1. Intro, 2. Brief, 3. Problem, 4. Challenge, 5. Process, 6. Output, 7. Learnings 8. Next steps, 9. Thanks / Contact.	5 minute presentation with 5 slides. Employs a structure such as described in the previous level.
	Storytelling	The story or narrative is not defined. Information is delivered without a clear intention. Engagement is low.	There's an appropriate story that permeates through the whole presentation. The story is often about their own process or details in the project briefing.	Compelling story told throughout the presentation. The focus is not on the work they've done but rather on how this solution will impact the business or users. 70% of their time is used to address the audience directly. Figures are shown to elicit a reaction from the audience.
	Visual Design: visually appealing	There's no master slides template or visual style they are following. The presentation seems messy, unprofessional, and prevents the content from being absorbed well.	Use of master slides or template is appropriate. The presentation is clean and professional without being boring. There's an effort in the choice of typography for readibility (accessibility), in the contrast in their main color palette, and some idea of a visual line.	The presentation is highly curated. They crafted their own slides template to go with the project. There's work on visuals, adding filters or graphics to make these images even more clear and engaging.
	Text + Image balance	Vast amounts of text with no support or formatting, Hierarchy of titles, subtitles and block of text or code is unclear.	There's appropriate (standard) text formatting following guidelines for headers and text. They make use of bullet points and numbered lists. Images displaying more visual content are employed to explain abstract concepts or processes.	Highly engaging presentation. It has a mix of different text formats with clear hierarchies and images. Images are not only snapshots of code and plots. Moreover, there are some images that serve a higher purpose, such as explaining abstarct metaphors or make jokes.

Artifact	Criteria	1-Needs Improvement	2-Meets Expectations	3-Exceeds Expectations
	Use of vocabulary	Vocabulary chosen is not appropriate or clear. Seems unproffessional.	The choice of vocabulary is appropriate and helps to easily understand the concepts explained. The flow of the discourse is smooth.	The language chosen is effective and efficient. It includes specific technical terms but also balances with more approachable terms for wider access.