## MIS780 – Assignment 1 Marking Rubric – T2 2023

	Poor	Needs improvement	Satisfactory	Good	Very Good	Excellent
Task 1:	0-1.1	1.2 – 1.9	2-2.3	2.4 – 3.0	2.8 – 3.1	3.2 – 4
Executive	No response	Business problem is	Business Problem is	Business Problem is	Business Problem is defined	Business Problem is defined well defined and
Summary	is not	defined incorrectly.	defined but unclear.	defined correctly.	correctly and clearly. Proposed	articulated. Analytics approaches are clearly
,	provided or of	Proposed analytics	Proposed analytics	Proposed approaches	approaches are presented. Major	presented with justification. Major findings
Total: 4 marks	low quality.	approach is not clearly	approaches are	are presented. Some	findings are presented. Cross-	are well summarized and linked to the
ULO1	4,	presented. Lack of	presented. Some	findings are presented.	Reference with other sections is	business problem. Cross-Reference with other
(GLO1)		details about major	findings are presented.	and processes	provided	sections is provided adequately.
(,		findings.			processor.	
Task 2:	0-1.7	1.8 – 2.9	3 – 3.5	3.6 – 4.1	4.2 – 4.7	4.8 – 6
Data	No response	Attributes are not	Some attributes are	Some attributes are	Most attributes are visualized	All attributes (where possible) are
Exploration	is not	visualized and	visualized and but lack	visualized with minimal	and interpreted, with valuable	professionally visualized and well explained
Questions A	provided or of	interpreted adequately.	of interpretation.	interpretation. Answers	insights. Answers to all questions	with valuable and interesting insights.
and B	low quality.	Answers to some	Answers to most	to all questions are	are correct and supported by	Answers to all questions are very well
	4,	questions are provided,	questions are provided,	provided correctly, with	figures/tables.	articulated and supported by appropriate
Total: 6 marks		but incorrect or not	but unclear and not	appropriate	g 1, 1	figures/tables.
ULO1, ULO2		supported by	well supported by	figures/tables.		,
(GLO1,GLO2)		figures/tables.	figures/tables.	<b>0</b> ,		
Task 3:	0-2.9	3 – 4.9	5 – 5.9	6-6.9	7 – 7.9	8 – 10
Sentiment	No response	Sentiment analysis are	Sentiment analysis is	Sentiment analysis is	Sentiment analysis is presented	Sentiment analysis is presented, with detailed
Analysis	is not	not presented correctly	presented with minimal	presented. Answers to	with some explanation. Answers	description and explanations. Answers to all
Questions C	provided or of	and lack of necessary	details and explanation.	all questions and tasks	to all questions and Tasks are	questions and Tasks are correctly provided,
and D	low quality.	steps. Answers to some	Answers to all	are correctly provided	correctly provided and	well-articulated with meaningful and
	. ,	questions are not	questions are provided	with basic explanation.	articulated. Figures/Tables are	interesting insights. Figures/Tables are well
Total: 10 marks		provided or with	but lack of explanation.	Some Figures/Tables	adequately presented as	presented as supporting evidence.
ULO1, ULO2		incorrect explanation.	·	are presented.	supporting evidence.	
(GLO1,GLO2)		•		·		
Task 4:	0-2.3	2.4 – 3.9	4 – 4.7	4.8 – 5.5	5.6 – 6.3	6.4 – 8
Topic Modeling	No response	Text processing is not	Basic text processing is	Text processing is	Text processing is applied	Text processing is applied adequately to
Question E	is not	applied correctly.	applied. Topics are	applied adequately.	adequately to review data. Many	review data. Many meaningful and interesting
	provided or of	Topics are discovered	discovered but not	Some meaningful topics	meaningful topics are discovered.	topics are discovered and well explained.
Total: 8 marks	low quality.	but not meaningful.	meaningful. Answer to	are discovered. Answer	Answer to all questions are	Answer to all question are correctly provided
ULO1, ULO2		Incorrect/Inadequate	some question are lack	to all question are	correctly provided with adequate	and well-articulated.
(GLO1,GLO2)		answer to questions.	of explanation.	provided with basic	explanation and evidence.	
Tools E.	0.44	12.40	2 22	explanation.	20.24	2.2.4
Task 5:	0-1.1	1.2 – 1.9	2 – 2.3	2.4 – 3.0	2.8 – 3.1	3.2 – 4
Practical	No response	Inappropriate	Some general (not	Some meaningful	Meaningful and actionable	Meaningful and actionable recommendations
Implication	is not	recommendation and	meaningful)	recommendations are	recommendations are provided.	are provided. Discussion is well linked to the
Tatal. A manufic	provided or of	not linked to the	recommendations are	provided with relation	Discussion is well linked to the	discovered results, business problem and
Total: 4 marks	low quality.	discovered results.	provided in relation to	to the discovered	discovered results, business	questions. Interesting recommendation not
ULO1			the discovered results.	results.	problem and questions.	included in the original questions are provided
(GLO1)	0.00	0.0 1.4	1	1.0. 2	24 22	based on novel analytics findings.
Report	0 - 0.8	0.9 – 1.4	1.5 – 1.7	1.8 – 2	2.1 – 2.3	2.4 – 3
Presentation	The report	The report was not	The report was not	Well formatted and	Well formatted and presented	Well formatted and presented report. Code
Total: 2 manus:\	was of low	presented adequately	presented adequately.	presented report.	report. Code	outputs/tables/figures/data are well designed
Total: 3 marks)	quality.	and hard for reader to	Code outputs are not	However, code outputs	outputs/tables/figures/data are	and neatly presented. Excellent and clear
ULO1 (GLO1)	0	follow.	well designed	are not well designed.	well designed presented.	explanation.
Overall score	0 or more	10.5 or more	17.5 or more	21 or more	24.5 or more	28 or more
	(N)	(N)	(P)	(C)	(D)	(HD)