

MIS780 – Assignment 1 Marking Rubric – T2 2023

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