Northeastern University
College *of* Professional Studies

ALY6080: XN Project: Capstone Sponsor Deliverable

Purpose of Assignment (WHY)

The purpose of these assignments are to help assess the student ability to solve a real world analytical problem and the ability to work in group in order to answer the Sponsor's business question.

Program Learning Outcomes

PLO6: Integrate the major theories, tools, and approaches in data analytics to identify data-driven insights for informed business process management.

Course Learning Outcomes

This assignment is directly linked to the following key learning outcomes from the course syllabus:

Upon the successful completion of this course, students will be able to apply the following concepts on real-world business data and organizational strategic goals regarding data use:

1. **Practical Applications:** Analytical strategies based on organizational needs
2. **Process Planning/Mapping:** Implementing strategic initiatives to prepare for project development
3. **Project Scoping:** Resources, activities, scheduling, and other needs
4. **Big Data Analytics:** Analyzing and identifying patterns in data using applied analytics to answer the organizational needs (tools, theories, hands-on applications, etc.)
   Business-Case Presentations: Proof of Concepts - The summary and delivery of final strategies based on organizational needs

Assignment Description (WHAT)

A. **Sponsor Deliverable (Tool-grade from faculty) – XN Project**
   o The XN project will be a group project. It is the final product to be delivered to the sponsor organization is a group effort and will be graded. The format of this project will depend on the business question. It might be a predictive model on the final format of a web or client app; or interactive dashboards deployed on a web site or on a client tool such as Tableau.
   o In some instances the Sponsor is only looking for EDA without any specific business question, in which case the professor will set the standard and format of the deliverable.
   o The deliverable is an Analytical Tool (dashboard and/or model) that will help to shed light on the Sponsor issue. This Tool must be functional.
   o Each member of the group must contribute to the final product; if not the individual grade will be less than the group grade.
B. **Group Presentation**

o   Each member of the group must present the final product to the Sponsor who will be joining remotely or in person. The presentation is a short presentation of the process and good explanation of the solution; it should also serve as a guide on how to use the tool that the group is delivering. It should not be more than fifteen minutes.

o   You can use any form of presentation tool such as PowerPoint or Prezi. You can include voice-over or notes, if you like. The presentation should not exceed more than 10-15 slides.

Sponsor Deliverable

Category	Above Standards	Meets Standards	Approaching Standards	Below Standards	Pts or %
Data Preparation	The data set was cleaned, formatted, and prepared for analysis in an exemplary way.	The data set was cleaned, formatted, and prepared for analysis in a satisfactory way.	Flaws are present in the way the data set was cleaned, formatted, and prepared for analysis.	Substantial flaws are present in the way the data set was cleaned, formatted, and prepared for analysis, making the data set useless for analysis.	
Concept Clarity (Creative Thinking)	Initial concepts were original, relevant, and clear. The analysis was developed beyond expectations throughout the design process.	There is strength and relevancy in the initial concepts, most of which were visible throughout the iteration process	The project presents a recognizable concept, but the presented analysis could have been taken much further in terms of depth, argument and clarity.	The project lacks conceptual maturity -- it does not have a clear point or contains flawed or contradictory arguments.	
Choice of Visualization Types	The chosen visualization type presents an innovative solution beyond being appropriate for the selected data structure	Selection of visualization type is appropriate for the selected data structure.	There are other visualization types that are better suited for the selected data structure.	Selection of visualization type is not appropriate for the selected data structure	

Consistency of Visual Language	The visualization is not only legible due to appropriate choices of colors, placement of visual forms, labeling and annotation, but demonstrates a high level of design competency.	The visualization is legible due to appropriate choices of colors, placement of visual forms, labeling and annotation.	Some good choices of colors, arrangement of visual forms, labeling and annotation, but inconsistencies and ambiguities remain.	Visualization is confusing due to inappropriate and inconsistent use of colors, placement of visual forms, or missing or confusing labeling and annotation.	
Performance of Analytic tool or Predictive Model (Problem Solving)	Uses models effectively to solve the business problem and support decision making (outstanding model performance)	Uses models to solve the business problem and support decision making (good model performance)	The models solve partially the business problem and the performance is fair.	The models do not solve the business problem.	
Planning (Critical Thinking)	Takes a systematic approach to accomplish an objective including setting goals, developing strategies, outlining and prioritizing tasks, and setting timelines and delegating work.	Effectively accomplishes an objective including setting goals, developing strategies, outlining and prioritizing tasks, and setting timelines, and delegating work.	Accomplishes an objective including setting goals, outlining and prioritizing tasks, and setting timelines, and delegating work.	Can accomplish an objective including setting goals and timelines but unable to prioritize or delegate work.	

Group Presentation Rubric

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Category	Above Standards	Meets Standards	Approaching Standards	Below Standards	Pts or %
Assignment-Specific Components	Addresses all of the key elements of the assignment.	Addresses most of the key elements of the assignment.	Addresses some of the key elements of the assignment.	Does not address any of the key elements of the assignment.	10
Content Organization	Organizes content in a logical way consistent with the assignment focus with well-paced transitions.	Organizes content in a logical way consistent with the assignment focus with adequate transitions.	Organizes content in a logical way consistent with the assignment focus.	Content is not logically organized and inconsistent with the assignment focus.	10
Visual Appeal	Uses visuals appropriately that enhance the presented ideas in an exemplary manner.	Uses visuals appropriately that enhance the presented ideas in an adequate manner.	Uses visuals appropriately that somewhat enhance the presented ideas.	Does not use visuals appropriately: distracting and busy.	10
Delivery	Narration or delivery is clear and concise with variation in volume and inflection, holds attention, and emphasize key points.	Narration or delivery is clear and concise, holds attention, and emphasize key points.	Narration or delivery is clear and concise, emphasize key points.	Narration or delivery is unclear, does not holds attention or emphasize key points.	10
Writing	Uses clear language to accurately express abstract ideas and explain concepts. No errors related to organization, grammar and style, and citations.	Uses clear language to express ideas. Minor errors related to organization, grammar and style, and citations.	Some errors related to organization, grammar and style, and citations. Lack of clarity in writing.	Major errors related to clarity, accuracy, organization, grammar, style, and citations.	10