**MGT 6203 Data Analytics in Business Final Report Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Section | 0 point | 2 points | 4 points | 5 points |
| **Choice of Topic, Business Justification, and Problem Statement** | ○ No progress + not clear | ○ Choice of topic and objective not strong enough to lead the reader to a good flow of analysis | ○ Good understanding and communication of the topic and objective | ○ Excellent understanding and communication of the topic and objective and convincing argument for the business impact |
| **Understanding of the data and data wrangling** | ○ No progress + not clear | ○ Dataset is decent and basic to extract insight out of | ○ Dataset clearly explained and cleaned. If applicable, data cleaned and transformed for proper analysis. | ○ Multiple complex datasets used and explained in depth. If applicable, data cleaned and transformed for proper analysis. |
| **Approach/Methodology, Level of R code & Programming** | ○ No analysis or approach documented  ○ No supplemental code submitted | ○ Decent effort made with methodology but not an ideal approach   ○ Data models do not make sense with the data provided   ○ Level of R code is elementary and does not show effort in analysis | ○ Good approach and methodology documented   ○ Data models explained and modeled in R but does not flow well with the methodology or explain much   ○ R code and programming completed with diligent analysis | ○ Approach and methodology are creative and easy to follow and team went above and beyond   ○ Data models explained and modeled in R to help analyze the objective and supporting research questions   ○ R code and programming completed at advanced level and runs with no errors |
| **Project timeline, Overall presentation, Graphics, Visuals** | ○ Results and conclusion not provided | ○ Decent effort made, analysis delivers some insights but not strong or convincing | ○ Conclusion stated well but some gaps in the results that are left up to the reader  ○ Interpretation of key variables or results explained  ○ Graphics are legible | ○ Conclusion and results clearly displayed and stated and align with statistical results  ○ Graphics and visuals are appropriate to the flow of the analysis and are legible   ○ Business Impact and bottomline explained thoroughly |