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

**Progress Report is worth 3% of your total grade. Progress Report + Presentation Video = 5%**

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| 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 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 progress + not clear | ○ Decent effort made but approach/methodology not clear or easy to follow and not enough R code progress made | ○ Approach and methodology documented but not easy to follow   ○ Initial data models explained and modeled in R   ○ Solid R code and programming progress made but still far from reaching any sort of conclusion or direction of analysis | ○ Approach and methodology make sense and easy to follow and leads the reader to understanding the business impact  ○ Initial data models explained exceptionally well and modeled in R to help analyze the objective and supporting research questions   ○ R code and programming thus far show considerable progress at advanced level and on track to be completed by the Final deliverable |
| **Project timeline, Overall presentation, Graphics, Visuals** | ○ No progress + not clear | ○ Report is behind project timeline  ○ Graphics and visuals are legible | ○ Report is on track to be completed by the final deliverable due date   ○ Graphics and visuals are legible   ○ Project next steps are provided on work remaining | ○ Report is ahead of schedule to be completed by the final deliverable due date   ○ Graphics and visuals are appropriate to the flow of the analysis and are legible   ○ Project next steps and updated timeline are provided in detail on work remaining |