

# Semester Project Grading Rubric:

BUSINESS INTELLIGENCE AND REPORTING (UPDATED FALL, 2020)

	1	2	3	4	5
<b>Data</b>	<b>Needs Improvement</b> Data were not properly used in the project	<b>Fair</b> Data used, but not formatted to address the project proposal	<b>Good</b> Data formatted to address the project proposal, but significant errors remain	<b>Excellent</b> Data formatted to address the project proposal, but minor errors remain	<b>Perfect</b> Data formatted correctly to address the project proposal
<b>Presentation</b>	<b>Needs Improvement</b> Presentation unclear or not present	<b>Fair</b> Presentation fails to cover multiple facets of the project clearly (data, figures, results, policy implications)	<b>Good</b> Presentation fails to cover at least one facet of the project clearly	<b>Excellent</b> Presentation clearly covers all facets of the project	<b>Perfect</b> Presentation is exceptional in clarity and content
<b>Figures</b>	<b>Needs Improvement</b> No figures created	<b>Fair</b> Figures are present, but have no clear labels or meaning	<b>Good</b> Figures are present, but contain errors	<b>Excellent</b> Figures are present, but cannot be interpreted without the writeup	<b>Perfect</b> Figures are present and can be interpreted independently
<b>Writeup</b>	<b>Needs Improvement</b> Writeup fails to explain work or does not answer research question	<b>Fair</b> Writeup attempts to explain work and research question, but is unclear	<b>Good</b> Writeup explains work and research question, but lacks detail	<b>Excellent</b> Writeup explains work and research question	<b>Perfect</b> Writeup explains work and research question so that non-technical readers could understand
<b>Policy Suggestion</b>	<b>Needs Improvement</b> No policy suggestion provided	<b>Fair</b> Policy suggestion not stated clearly	<b>Good</b> Policy suggestion stated, but needs improvement	<b>Excellent</b> Policy suggestion clearly stated	<b>Perfect</b> Policy suggestion clearly stated, and supported by results of project