

Criteria	Exceeds Objective	Meets Objective	Approaching Objective	Does Not Meet Objective	Notes
Attention to Detail	70% or more of the project checklist items are complete	60% of the project checklist items are complete	50% of the project checklist items are complete	40% or fewer of the project checklist items are complete	
Data Communication	Creates and describes appropriate visualizations for given business questions, where each visualization fulfills all elements of the checklist	Creates and describes appropriate visualizations for given business questions	Creates visualizations that are not related to the business questions, or uses an inappropriate type of visualization	Does not submit the required number of visualizations	
Authoring Jupyter Notebooks	Uses Markdown and code comments to create a well-organized, skim-able document that follows all best practices	Uses some Markdown to create an organized notebook, with an introduction at the top and a conclusion at the bottom	Uses Markdown cells to organize, but either uses only headers and does not provide any explanations or justifications, or uses only plaintext without any headers to segment out sections of the notebook	Does not submit a notebook, or does not use Markdown cells at all to organize the notebook	
Data Manipulation and Analysis with Pandas	Uses pandas to prepare data and answer business questions in an idiomatic, performant way	Successfully uses pandas to prepare data in order to answer business questions	Uses pandas to prepare data, but makes significant errors	Unable to prepare data using pandas	