Rubric

Grade			Fail				Pass	Merit	Distinction		
Title	Weight	Description	0%	20%	30%	40%	50%	60%	70%	80-90%	100%
Question	10	Clear and precise question with obvious measurables and sufficient opportunity for data visualisation.	No question and no description of research objective.	No or unclear question, and the research objective is vague and/or there is little opportunity for data visualisation.	No or unclear question, but there is a some reference to the research objective. Some opportunity for data visualisation	No or unclear question, but there is a clear objective stated which provides some opportunity for data visualisation	Clear question, with limited measurables and opportunity for data visualisations.	Clear and precise question, with some measurables and opportunity for data visualisations.	Very good question, which is formulated clearly and precisely. It has obvious measurables and provides good opportunity for data visualisation beyond basic analysis.	Outstanding question which demonstrates and excellent level of formulating research questions for data analysis. The question is supported with some links to relevant literature.	Excellent question in a challenging research field and plenty of opportunity for data visualisation. The question is or general relevance and is supported with relevant links to literature.
Acquisition	10	The source(s) are clearly stated. The dataset is sufficiently described. Enough data acquired to answer research question satisfactorily.	No sources stated and no consideration of the data.	Some references to the data are included, but no links to sources provided and no or only very limited description of how the data will answer the research question.	Some references to the data are included, limited links to sources provided and no or r very limited opportunity for data visualisation	Links to sources are present, but insufficient or limited description of the data and how it can answer the research question.	Data sources are clearly identified. Sufficient data acquired to answer basic research question. Main aspects of data are described.	Data sources are clearly identified. Sufficient data acquired to answer the research question. Data is well described and data quality is considered.	Using multiple data sources, which are all clearly identifiable.	Outstanding selection multiple data sources.	Excellent selection of description of the data sources and description of the data set with outstanding description of how the data can answer the research question. Excellent description of the data sets.
Preparation	15	Steps are clearly described. Integrity checks. Appropriate use of tools and methods.	No or no meaningful description of data preparation steps.	Some unsuitable references to data preparation, but no integrity checks, no appropriate use of tools.	Some unsuitable references to data preparation, limited integrity checks, no appropriate use of tools.	Limited description of data preparation and integrity checks. Only very basic use of tools.	Basic description of steps, some integrity checks, some consideration and descripton of used tools.	Good description of steps. Good integrity checks but with some possible gaps (duplicates, outliers, data distribution, and similar aspects). some basic tool usage (e.g. Excel)	Good description of steps, very good integrity checks and some basic, appropriate tool usage (e.g. Excel)	Outstanding data preparation undertaken and documented. Using tools such as PowerBI, Tableau Prep, R or Python. Data integrity checked exhaustivley and documented using suitable graphics.	Excellent data preparation undertaken and documented. Using multiple data sources. Using tools such as PowerBI, Tableau Prep, R or Python. Data integrity checked and and documented using suitable graphics.
Narrative	30	Appropriate methodology and following relevant lines of inquiry . Interesting and conclusive narrative. Answering research question. Critical evaluation methods.	No narrative.	Unsuitable attempt at narrative, not answering research question.	Data analysis has serious gaps and errors. Hard-to-follow narrative. Unsuitable methodology. Not answering research question.	Data analysis has some serious gaps. Very basic narrative and no or unsuitable answer of the reseach question. Limited or no critical evaluation of used methods.	Suitable data analysis. Basic narrative that answers the reserarch question. Limited critical evaluation of methods.	Good narrative that answer the research question. Followed multiple lines of inquiry. Some critical evaluation of methods.	Very good narrative using exhaustive lines of inquiry. Interesting and conclusive narrative. Good answer of the research question with few gaps. Good critical evaluation of used methods.	Excellent and interesting narrative. Uncovering interesting findings in data and complete answer of the research question. Very good critical evaluation and reflection of used methods.	Excellent and interesting narrative. Uncovering interesting and suprising findings in data. Very good critical evaluation and reflection of used methods.
Visualisation	25	Appropriate selection of charts and encodings. Justification of choices. Appropriate use of colours. Clarity and general aesthetics.	No visualisations submitted.	Unsuitable selection of charts and encodings. Poor or no justification of choices, poor use of colour. Charts are not clear and/or contain many mistakes.	Basic selection of standard charts, with many errors. Limited justification of choices. Limited consideration of colours. Limited clarity and and aestethics.	Basic selection of standard charts, with some errors. Limited justification of choices. Limited consideration of colours. Limited clarity and and aestethics.	Basic selection of standard charts, with only very few errors. Limited justification of choices. Plain use of colours. Limited clarity and and aestethics.	Good selection of standard charts. Number of charts might not be perfectly appropriate. Appropriate use of colours. Charts are generally clear but with some room for improvments.	Very good selection and number of charts with some creative choices. Good justification of choices, appropriate use of colours. Charts are generally clear.	Oustanding selection and number of charts with some creative choices. Good justification of choices, appropriate use of colours. Charts are generally clear.	Excellent and creative selection of charts and encodings. Choices are justified. Colours are culturally and aesthetically appropriate and colour-blind friendly. Visualisations are clear and beautiful. Good consideration of feedback
Feedback	10	Satisfactory feedback form submitted.	No (or no relevant) submission.								Feedback form submitted.