**STQD 6134 – Business Analytics**

*Continuous Assessment 3: Presentation (20%)*

With your partner, prepare a dashboard that will perform an analysis (the type of analysis will be determined randomly). You need to use your own choice of data (as default in the dashboard) that is appropriate for the determined analysis. Your dashboard must have at least one input and one output.

The dashboard carries 20 marks of your overall assessment. You will be assessed by the following rubric:

| **Category** | **Excellent (5)** | **Good (4)** | **Fair (2-3)** | **Poor (0-1)** |
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| **1. Data Quality** | Data is highly accurate and fully relevant to the dashboard's purpose. | Data is mostly accurate and relevant, with minor issues. | Some data is inaccurate or irrelevant, affecting insights. | Data is inaccurate or irrelevant, leading to wrong conclusions. |
| **2. Visual Design** | Clear, visually appealing, and well-organized; easy to understand. | Mostly clear with minor design or layout issues. | Design is cluttered or somewhat difficult to understand. | Design is confusing, hard to navigate, and overwhelms the user. |
| **3. Usability** | Intuitive, easy to navigate with interactive elements that enhance the experience. | Navigation is mostly clear, with some room for improvement. | Navigation is confusing or difficult in some sections. | Very hard to navigate, with no interactive features or confusing layout. |
| **4. Insights and Actionability** | Provides clear, actionable insights that drive decisions. | Provides useful insights, but some are not fully clear. | Insights are unclear or not easily actionable. | No clear insights or actionable information provided. |

Note: Any plagiarism will result in 0 marks for this assessment..