PartD_Presentation and FinalReport (Group)

Activity: Presentation and Final Report - Part D (Group)

Course: MIS779 - Decision Analytics In Practice

Name:

Criteria	Unsatisfactory	Needs major Improvement	Satisfactory	Close to Industry Standard	Meets Industry Standard	Exceeds Industry Standard	Criterion Score
Clarity and Relevance of Business Context and Problem (Executive Summary, Introduction, and Approach) (5 marks) GLO4, GLO5 / ULO1 Add Feedback	0 points Business context and problem are not addressed, with little to no relevant findings or recommendations presented.	1.25 points Business context and problem are vague or incomplete. Key findings and recommendations are poorly articulated or irrelevant.	2.75 points Business context and problem are presented, but the link to key findings and recommendations is somewhat weak or unclear.	3.25 points Business context and problem are adequately addressed, though some aspects may lack depth. Key findings and recommendations are relevant but could be clearer.	3.75 points Business context and problem are very clear and well-presented. Key findings and recommendations are well-linked to the problem.	5 points Business context and problem are exceptionally well-articulated, with clear, concise language suitable for executives. Key findings and recommendations are highly relevant and insightful.	/ 5

Criteria	Unsatisfactory	Needs major Improvement	Satisfactory	Close to Industry Standard	Meets Industry Standard	Exceeds Industry Standard	Criterion Score
Depth and Accuracy of Data Analysis (Descriptive and Predictive Analysis) (12 marks) GLO1 / UL02 Add Feedback	0 points Little to no meaningful data analysis is provided. Visualizations are missing or ineffective, with no clear trends, models, or insights connected to the business problem.	4 points Data analysis is incomplete or inaccurate, with weak hypotheses and limited connection to the business problem. Visualizations are either absent, poorly designed, or fail to enhance the understanding of the data.	6 points Descriptive and predictive analyses are present but lack depth or detail. Visualizations are basic and may not effectively communicate the key trends. The analysis may miss important insights or fail to relate clearly to the business problem.	8.8 points Data analysis is accurate, though some trends may not be fully explored. Visualizations are informative but may lack sophistication or fail to fully highlight critical business insights. The predictive models are reasonable, but stronger ties to business implications are needed.	10.4 points Data analysis is well-executed and aligned with the business problem. The predictive analysis is insightful, and the descriptive analysis is solid, supported by clear and well-designed visualizations, though minor improvements could be made for enhanced clarity.	12 points Data analysis is thorough, accurate, and directly tied to the business problem. Both descriptive and predictive analyses are presented with with novel KPIs and insights, supported by impactful visualizations, offering new perspectives for the business.	/ 12

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Actionable Recommendations and Interpretation of Findings (Interpretation and Recommendations) (8 marks) GLO2, GLO7, GLO8 / ULO3, ULO4, ULO5 **Add Feedback**	0 points No meaningful interpretation of findings, and recommendations are either absent or irrelevant to the business problem.	2 points Interpretations are weak or unclear, and recommendations are not fully actionable or aligned with the data analysis.	4 points Interpretations and recommendations are present but lack depth or clear alignment with the analysis. They may be too general or vague for practical implementation.	4.8 points Interpretations are reasonable, and recommendations are mostly actionable, though some may need further refinement to be fully practical.	5.6 points Interpretations are clear and relevant, and recommendations are actionable and well-justified by the analysis. They offer strong value to the business.	8 points Interpretations are deeply insightful, and recommendations are highly actionable, strategic, and grounded in the analysis. They directly address the business problem with clear, practical steps.	/ 8

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Presentation - Content and Analysis (8 marks) GLO4, GLO5 , GLO7 /ULO1, ULO4 Add Feedback	0 points Content is irrelevant or incoherent. Analyses are missing, and there are no meaningful visualizations. The presentation offers no valuable insights for the business.	3.2 points Content is superficial or lacks a clear connection to the business problem. Analyses are incomplete or not fully developed, and visualizations are either absent or poorly utilized.	4.16 points Content covers the basic elements of the business problem but lacks depth or focus. The analyses provide useful insights, though some important trends may be overlooked. Visualizations are present but may not effectively convey the data.	4.8 points Content is mostly relevant and appropriately addresses the business problem. The analyses are solid, though some insights may lack depth. Visualizations are informative but may not fully highlight the key findings.	5.44 points Content is highly relevant and well-structured, with strong descriptive and predictive analyses. Visualizations are effective and support the key points well. Minor improvements could make the insights even more impactful.	8 points Content is exceptionally detailed, relevant, and directly tied to the business problem. Both descriptive and predictive analyses are insightful and well-supported by clear, impactful visualizations. The analysis offers fresh, valuable perspectives for the business.	/ 8

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Presentation Structure and Delivery (7 marks) GLO2, GLO7, GLO8 / ULO3, UL04, ULO5 Add Feedback	0 points The presentation is disorganized and lacks a coherent structure. The speaker is unclear or disengaged, and visual aids are either absent or ineffective. There is little to no audience engagement.	2.8 points The presentation lacks clear structure and may be difficult to follow. The speaker's delivery is unclear, with limited audience engagement, and visual aids are poorly used or distracting.	3.64 points The presentation is somewhat organized, but there may be issues with flow or timing. The speaker communicates adequately but may lack engagement or confidence. Visual aids are present but may not add significant value to the presentation.	4.2 points The presentation is organized, though transitions between sections could be smoother. The speaker communicates clearly, and visual aids support the message, but engagement with the audience could be improved.	4.76 points The presentation is well-structured and logically organized. The speaker is clear, confident, and professional. Visual aids are used effectively, and audience engagement is strong, though minor improvements could enhance delivery.	7 points The presentation is exceptionally well-organized, with a smooth flow between sections. The delivery is engaging, confident, and clear, with perfect timing and seamless transitions. Visual aids are highly effective and enhance audience understanding. Audience engagement is strong throughout.	/ 7

Total

/ 40

Overall Score

F	F	P	C	D	HD
0 points minimum	5 points minimum	20 points minimum	24 points minimum	28 points minimum	32 points minimum