

## T2 2025 MIS780 – Assessment 1 Marking Rubric

	Poor	Needs improvement	Satisfactory	Good	Very Good	Excellent
<b>Task 1:</b> <b>Executive Summary</b>  Total: 3 marks ULO1 (GLO1)	0.9 – 1.4 No response is provided or of low quality.	0.9 – 1.4 The business problem is defined incorrectly. The proposed analytics approach is not clearly presented. Lack of details about major findings.	1.5 – 1.7 The Business Problem is defined but unclear. Proposed analytics approaches are presented. Some findings are presented.	1.8 – 2 The Business Problem is defined correctly. Proposed approaches are presented. Some findings are presented.	2.1 – 2.3 The Business Problem is defined correctly and clearly. Proposed approaches are presented. Major findings are presented. Cross-reference with other sections is provided	2.4 – 3 The Business Problem is well-defined and articulated. Analytics approaches are clearly presented with justification. Major findings are well summarised and linked to the business problem. Cross-references with other sections are provided adequately.
<b>Task 2:</b> <b>Data Exploration</b> Questions A and B  Total: 5 marks ULO1, ULO2 (GLO1,GLO5)	0 – 1.4 No response is provided or of low quality.	1.5 – 2.4 Attributes are not visualised and interpreted adequately. Answers to some questions are provided, but are incorrect or not supported by figures/tables.	2.5 – 2.9 Some attributes are visualised but lack interpretation. Answers to most questions are provided, but are unclear and not well supported by figures/tables.	3.0 – 3.4 Some attributes are visualised with minimal interpretation. Answers to all questions are provided correctly, with appropriate figures/tables.	3.5 – 3.9 Most attributes are visualised and interpreted, with valuable insights. Answers to all questions are correct and supported by figures/tables.	4 – 5 All attributes (where possible) are professionally visualised and well-explained with valuable and interesting insights. Answers to all questions are well-articulated and supported by appropriate figures and tables.
<b>Task 3:</b> <b>Sentiment Analysis</b> Questions C and D  Total: 7 marks ULO1, ULO2 (GLO1,GLO5)	0 – 2.0 No response is provided or of low quality.	2.1 – 3.4 Sentiment analysis is not presented correctly and lacks the necessary steps. Answers to some questions are not provided or are provided with incorrect explanations.	3.5 – 4.1 Sentiment analysis is presented with minimal details and explanation. Answers to all questions are provided, but there is a lack of explanation.	4.2 – 4.7 Sentiment analysis is presented. Answers to all questions and tasks are correctly provided with a basic explanation. Some Figures/Tables are presented.	4.9 – 5.5 Sentiment analysis is presented with some explanation. Answers to all questions and Tasks are correctly provided and articulated. Figures/Tables are adequately presented as supporting evidence.	5.6 – 7 Sentiment analysis is presented, with a detailed description and explanations. Answers to all questions and Tasks are correctly provided, well-articulated with meaningful and engaging insights. Figures and tables are well-presented as supporting evidence.
<b>Task 4:</b> <b>Topic Modeling</b> Question E and F  Total: 8 marks ULO1, ULO2 (GLO1,GLO5)	0 – 2.3 No response is provided or of low quality.	2.4 – 3.9 Text processing is not applied correctly. Topics are discovered, but not meaningful. Incorrect/Inadequate answer to questions.	4 – 4.7 Basic text processing is applied. Topics are discovered, but not meaningful. Answers to some questions lack explanation.	4.8 – 5.5 Text processing is applied adequately. Some meaningful topics are discovered. Answers to all questions are provided with basic explanations.	5.6 – 6.3 Text processing is applied adequately to review data. Many meaningful topics are discovered. Answers to all questions are correctly provided with adequate explanation and evidence.	6.4 – 8 Text processing is applied adequately to review data. Many meaningful and interesting topics are discovered and well explained. Answers to all questions are correctly provided and well-articulated.
<b>Task 5:</b> <b>Practical Implication</b>  Total: 4 marks ULO1 (GLO1)	0 – 1.1 No response is provided or of low quality.	1.2 – 1.9 Inappropriate recommendation and not linked to the discovered results.	2 – 2.3 Some general (not meaningful) recommendations are provided in relation to the discovered results.	2.4 – 3.0 Some meaningful recommendations are provided in relation to the discovered results.	2.8 – 3.1 Meaningful and actionable recommendations are provided. The discussion is well linked to the discovered results, business problem, and questions. Interesting recommendations not included in the original questions are provided based on novel analytics findings.	3.2 – 4 Meaningful and actionable recommendations are provided. The discussion is well linked to the discovered results, business problem, and questions. Interesting recommendations not included in the original questions are provided based on novel analytics findings.
<b>Report Presentation</b>  Total: 3 marks) ULO1 (GLO1)	0 – 0.8 The report was of low quality.	0.9 – 1.4 The report was not presented adequately and hard for the reader to follow.	1.5 – 1.7 The report was not presented adequately. Code outputs are not well designed	1.8 – 2 Well-formatted and presented report. However, the code outputs/tables/figures/data are not well-designed and presented.	2.1 – 2.3 Well-formatted and presented report. Code outputs/tables/figures/data are well-designed and presented.	2.4 – 3 Well-formatted and presented report. The code outputs, tables, figures, and data are well-designed and neatly presented. Excellent and clear explanation.
<b>Overall score</b>	<b>0 or more (N)</b>	<b>9 or more (N)</b>	<b>15 or more (P)</b>	<b>18 or more (C)</b>	<b>21 or more (D)</b>	<b>24 or more (HD)</b>