

## DSO560 – Text Analytics & Natural Language Processing Final Project Rubric

Section	Criterion	Below Expectations	Meets Expectations	Exceeds Expectations	Score
<b>Presentation</b>  <b>20 points</b>	<b>Content is delivered in a logical, ordered manner that tells a coherent story</b>	<i>Content starts, transitions, and ends abruptly, with no apparent introduction or context, and not all members are present. (0)</i>	<i>Audience is confused by certain portions of presentation. (5)</i>	<i>Discussion points and recommendations are properly contextualized and build off prior concepts. (10)</i>	10
	<b>Content and delivery is suitable for business decision makers, but contains content</b>	<i>Presentation has multiple slides / occurrences of technical concepts / jargon introduced with no context and is meant more for a software engineer than a business manager. (0)</i>	<i>Certain slides / concepts presented may require reworking or rephrasing to generate managerial buy-in. (5)</i>	<i>Content presented is accessible, logical, and clear for business managers. (10)</i>	10
<b>Business Domain Solutions</b>  <b>30 points</b>	<b>Recommendations address a concrete business / operational problem</b>	<i>Recommendations do not address any real-life relevant issues for clients (0)</i>	<i>Recommendation addresses a concrete business problem, but implementation is unclear (7.5)</i>	<i>Recommendations provide a concrete solution to a business problem with implementation roadmap clearly articulated (15)</i>	15
	<b>The Return on Investment of recommendation is appropriately quantified and communicated</b>	<i>At least two of the following are missing / unclear: costs, risks, benefits, and implementation roadmap / timeline. (0)</i>	<i>Costs, risks, benefits, and implementation roadmap / timeline are provided but may not be logically sound or realistic. (7.5)</i>	<i>Quantified, logical projections for costs, risks, benefits, and roadmap / timeframe for implementation are provided. (15)</i>	15
<b>Technical Implementation</b>  <b>30 points</b>	<b>Algorithms are selected/implemented properly, and produce accurate results</b>	<i>Wrong algorithm is selected AND implemented with substantial issues that compromise accuracy. Instructor is unable to reproduce team results. (0)</i>	<i>Correct algorithm is selected, but implementation contains small mistakes / does not handle edge cases, or simply reuses a 3<sup>rd</sup> party model w/ no modifications. (10)</i>	<i>Algorithm is correctly selected/implemented, and is modified to suit the particular use case. (20)</i>	20
	<b>Solution is scalable for 5MB, 50MB, and 50GB text data</b>	<i>No implementation is provided for handling larger-size data and is only performant on small flat file. (0)</i>	<i>Source code / guidelines are provided to handle larger text corpuses but contain flaws in implementation. (2.5)</i>	<i>Source code would be able to run for large-scale datasets, or explanation of what is needed to enable this scalability is provided (5)</i>	5
	<b>Solutions are well-documented, adhere to data science / engineering best practices</b>	<i>No comments or documentation is provided. A data scientist / analyst continuing the project 6 months from now must invest significant time understanding what is happening. (0)</i>	<i>Source code contains inconsistent comments / documentation. (2.5)</i>	<i>A data scientist / analyst would be able to jump right into the project and continue working. (5)</i>	5
<b>TOTAL</b>					<b>90</b>