

# Evaluation Rubrics

Your solution will be evaluated based on the following rubrics.

Stage	Meets expectations	Does not meet expectations
Data understanding, preparation, and feature engineering (35%)	All important data quality checks are performed and inconsistent/missing data is handled appropriately.	Data quality checks are not performed/missing data is not handled correctly.
	Relevant EDA is done using plots and summaries. The insights from EDA are clearly derived and explained.	Exploratory analysis is not conducted/useful observations are either not extracted or mentioned clearly.
	Filtering high-value customers and tagging churned customers is done correctly.	Filtering high-value customers or tagging is done incorrectly.
	Feature engineering is conducted rigorously and correctly. An appropriate set of features is used to	Feature engineering is not conducted or is conducted on an inappropriate set of

prediction) (35%)	<p>conducted correctly, including data preparation required for it.</p> <p>Class imbalance is handled using at least one of the techniques.</p> <p>Model hyperparameters are tuned using correct principles and the approach is explained clearly.</p> <p>A reasonable number and variety of different models are attempted and the best one is chosen based on key performance metrics.</p> <p>Model evaluation is conducted using an appropriate metric.</p> <p>Model evaluation results are at par with the best possible models on this data set.</p>	<p>not conducted correctly/data is not preprocessed.</p> <p>Class imbalance is not handled.</p> <p>Model hyperparameters are not tuned correctly or the approach is not explained clearly.</p> <p>Few models are experimented with resulting in suboptimal results.</p> <p>Model evaluation is not conducted using an appropriate metric.</p> <p>The results are suboptimal compared to what is possible on this dataset.</p>
Identifying important churn	Important churn indicators are identified correctly.	Important indicators are not identified correctly.

(20%)	are provided based on supporting evidence.	unclear, unactionable or not backed with supporting evidence.
Code readability and conciseness (10%)	<p>The code is well commented and text is written in detail to explain the thought process.</p> <p>Efficient, concise code is written.</p>	<p>The code is not commented well / text is not written in detail.</p> <p>Inefficient/verbose code is written.</p>

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