Data Visualization

Rubric

Criteria	Below Basic	Basic	Proficient	Advanced
Make sure the Returns table is LEFT JOINed	Unable to use a LEFT JOIN on the returns table	[pass/fail]	[pass/fail]	Able to use a LEFT JOIN on the turns table
Make the Returned field into a calculated field	Unable to make the returned field into a calculated field, or it is made incorrectly	[pass/fail]	[pass/fail]	Able to make the returned field into a calculated field
Determine which two dimensions are the biggest profit centers and loss-makers	Visualization is incomplete, data is incorrect, and/or mistaken	Able to build a visualization to support their assertion of which two dimensions are the biggest profit centers and loss-makers	Visualization clearly supports assertion, is provided with a clear and concise write up	Visualization exceeds standards, supports assertations, and is complimented with a clear and concise write up
Determine which products should not be sold	Visualization is incomplete, incorrect, and/or doesn't support the provided data	Able to build a visualization that demonstrates which products should not be sold	Visualization clearly supports data and is provided with a clear and concise write up	Visualization exceeds expectations, supports the data and the students assertations. The write up is clear, concise and well put together
Choose three subcategories that should no longer be sold	Visualization is incomplete, incorrect, and/or doesn't support the provided data	Able to build a visualization that shows which products should not longer be sold	Visualization clearly supports data and is provided with a clear and concise write up	Visualization exceeds expectations, supports the data and the students assertations. The write up is clear, concise and well put together
Identify the 3 best combinations of states and month of the year to advertise in	Visualization is incomplete, incorrect, and/or doesn't support the provided data	Able to build a visualization that identifies the three best combinations of states and months to advertise in.	Visualization clearly supports data and is provided with a clear and concise write up	Visualization exceeds expectations, supports the data and the students assertations. The write up is clear, concise and well put together
Justify willingness to pay for advertisements	Visualization is incomplete, incorrect, and/or doesn't support the provided data	Able to build a visualization that justifies advertisement	Visualization clearly supports data and is provided with a clear and concise write up	Visualization exceeds expectations, supports the data and the students assertations. The write up is clear, concise and well put together
Determine which products have the highest return rate	Visualization is incomplete, incorrect, and/or doesn't support the provided data	Build a visualization that shows with products have the highest rate of return	Visualization clearly supports data and is provided with a clear and concise write up	Visualization exceeds expectations, supports the data and the students assertations. The write up is clear, concise and well put together
Determine which customers have the highest return rate	Visualization is incomplete, incorrect, and/or doesn't support the provided data	Able to build a visualization that determines which customers have the highest rate of return	Visualization clearly supports data and is provided with a clear and concise write up	Visualization exceeds expectations, supports the data and the students assertations. The write up is clear, concise and well put together
Make a visualization of the average profit against average return	Visualization is incomplete, incorrect, and/or doesn't support the provided data	Able to build a visualization comparing average profit to average return	Visualization clearly supports data and is provided with a clear and concise write up	Visualization exceeds expectations, supports the data and the students assertations. The write up is clear, concise and well put together