



Stakeholder Insight Report: Marking Rubric (Total: 100 Marks)

Title (5 Marks)

Purpose: Capture attention and communicate the focus of your analysis.

- **Fail:** Missing, generic, or unclear title; does not reflect the analysis. *(0–2 marks)*
- **Pass:** Basic title that communicates the topic, but lacks clarity or appeal. *(2.5 marks)*
- **Credit:** Relevant and informative title; gives a good sense of the analysis. *(3–3.5 marks)*
- **Distinction:** Clear and well-phrased title that reflects the key message. *(4 marks)*
- **High Distinction:** Creative, engaging, and precise title that captures both the theme and value of the analysis. *(5 marks)*

Executive Summary (5 Marks)

Purpose: Provide a 1-page overview of the purpose, key findings, and recommendations.

- **Fail:** Missing, unclear, or overly brief. *(0–2 marks)*
- **Pass:** Covers core ideas with basic structure and coherence. *(2.5 marks)*
- **Credit:** Reasonably clear and informative. *(3–3.5 marks)*
- **Distinction:** Clear, concise and well-aligned to stakeholder needs. *(4 marks)*
- **High Distinction:** Sharp, strategic, and compelling standalone summary. *(4.5–5 marks)*

Introduction & Business Context (10 Marks)

Purpose: Set the scene for stakeholders; explain why credit card churn matters for Tifosi Bank

- **Fail:** The introduction is vague, lacks relevance, or fails to connect the issue of churn to business priorities. *(0–4 marks)*
- **Pass:** Provides a basic introduction, but lacks depth or clear relevance to stakeholder concerns. *(5 marks)*
- **Credit:** Clearly frames the problem and outlines its business relevance. May not fully engage or contextualise the issue. *(6–7 marks)*
- **Distinction:** Effectively introduces the issue with strong business context. Shows good understanding of stakeholder concerns. *(8–9 marks)*
- **High Distinction:** Engaging, insightful introduction with a compelling rationale. Clearly explains why churn matters and how the analysis informs strategic priorities. *(10 marks)*

Analytical Overview(15 Marks)

Purpose: Describe what was done in accessible terms. Avoid technical jargon.

- **Fail:** The process is unclear, overly technical, or inaccessible to non-specialists. *(0-7 marks)*
- **Pass:** Basic overview provided, but lacks clarity or uses too much technical detail. *(8 marks)*
- **Credit:** A clear, plain-language explanation of the approach. Mostly jargon-free. *(9-10 marks)*
- **Distinction:** Well-structured and engaging overview, making the process easy to follow for stakeholders. *(11-13 marks)*
- **High Distinction:** Exceptionally clear and succinct. Effectively simplifies the analytical process while retaining meaning. Tailored expertly for a non-technical audience. *(14-15 marks)*

Key Insights & Visual Storytelling (20 Marks)

Purpose: Highlight important findings using clear visuals and narrative.

- **Fail:** Findings are unclear, underdeveloped, or visuals are missing or confusing. *(0-9 marks)*
- **Pass:** Some key results presented, but the narrative or visualisation lacks clarity. *(10 marks)*
- **Credit:** Good use of visuals to present findings. Clear, structured explanation. *(11-13 marks)*
- **Distinction:** Strong integration of visuals and text. Key insights are easy to grasp and well-supported. *(14-17 marks)*
- **High Distinction:** Insightful and compelling narrative. Visuals are crisp, relevant, and elevate understanding. Storytelling is highly effective. *(18-20 marks)*

Strategic Implications (20 Marks)

Purpose: Translate findings into business value. What should Tifosi Bank do?

- **Fail:** Implications are unclear, missing, or disconnected from the findings. *(0-9 marks)*
- **Pass:** Some relevant interpretation, but lacks depth or clarity in actionability. *(10 marks)*
- **Credit:** Clear interpretation with links to business action. May not fully explore implications. *(11-13 marks)*
- **Distinction:** Thoughtful and actionable interpretation. Connects analysis to strategic decision-making. *(14-17 marks)*
- **High Distinction:** Insightful, well-grounded recommendations. Demonstrates strong business acumen and deep understanding of organisational context. *(18-20 marks)*

Conclusion & Takeaway (10 Marks)

Purpose: Summarise and leave the stakeholder with a memorable message or next step.

- **Fail:** No clear summary or takeaway. *(0-4 marks)*
- **Pass:** Basic summary, but lacks impact or next-step thinking. *(5 marks)*
- **Credit:** Clear summary with some concluding insight or direction. *(6-7 marks)*
- **Distinction:** Strong wrap-up with memorable takeaway and reflection on limitations/future steps. *(8-9 marks)*
- **High Distinction:** Compelling and insightful conclusion. Reinforces key message and offers clear direction for the business. *(10 marks)*

Communication Style & Structure (5 Marks)

Write professionally for a stakeholder audience. Ensure flow and clarity.

- **Fail:** Poorly written or disorganised. Unclear who the audience is. *(0-2 marks)*
- **Pass:** Mostly readable and structured, but inconsistent or unengaging. *(2.5 marks)*
- **Credit:** Clear and logical structure. Reasonably engaging for business readers. *(3-3.5 marks)*
- **Distinction:** Well-structured, concise, and fluent. Strong business communication style. *(4 marks)*
- **High Distinction:** Polished and engaging throughout. Seamless narrative flow, professionally written for stakeholders. *(4.5-5 marks)*

Visual Presentation & Formatting (5 Marks)

Purpose: Use visual tools effectively. Present a professional-looking report.

- **Fail:** Poor layout, missing or unhelpful visuals, hard to follow. *(0-2 marks)*
- **Pass:** Visuals present but not well integrated. Layout could be improved. *(2.5 marks)*
- **Credit:** Visually clear and mostly well formatted. *(3-3.5 marks)*
- **Distinction:** Clean, professional layout. Visuals support narrative effectively. *(4 marks)*
- **High Distinction:** Visually compelling, elegant design. Every element enhances readability and impact. *(4.5-5 marks)*

Source Code Quality & Reproducibility (5 Marks)

Purpose: Demonstrate clean, well-documented, and reproducible analysis.

- **Fail:** Code is disorganised, incomplete, or cannot be run. *(0-2 marks)*
- **Pass:** Code runs with some effort; basic organisation and documentation present. *(2.5 marks)*
- **Credit:** Code is reasonably tidy and mostly reproducible. Moderate use of comments or structure. *(3-3.5 marks)*
- **Distinction:** Well-structured, readable code with meaningful comments and good use of functions or modular design. *(4 marks)*
- **High Distinction:** Clean, elegant, and fully reproducible code. Clear workflow, well-commented, and easy to follow for reviewers. *(4.5-5 marks)*