**Rubric – Case Study 1**

**Initial EDA:**

* The initial EDA presentation should be well polished as should the visual aids (example: PowerPoint deck)
  + Plots and Charts should be mentioned and/or referred to in the verbal presentation or they should not be in the deck.
  + Refrain from writing too much on the slides and / or overloading with information.
  + Use the information on the slides as an aid not a script. Points will be deducted for reading too much off of the slides.
  + Plots and Charts should be well labeled.
  + No code or screen shots of output.
  + Questions 1,3,4,5,6 and 7 should be fully addressed.
  + In general, points will be deducted for sloppiness and /or incompleteness.
  + Efforts that completely address each analysis question in an organized, clear and well supported manner will receive all or very near full credit.
  + Keep the presentation under 5 min.
* The Initial EDA and Presentation is graded more (but not completely) on completeness rather than correctness. Your professor may give some direction or correction that they will look for in the final presentation.

**Final Analysis**

* The final analysis / presentation includes the relevant parts of the EDA plus the additional analysis / models and polished presentation.

**RMD/ Answer to Analysis Questions –** 60%

* EDA (Tests and Visualizations)
* Identification the relevant variables that your analysis suggest are useful. There were at least 3 to be explore in the EDA. There may be more than three useful variables in the dataset.
* Development of at least two models and an evaluation of their performance.
* Selection of a final model based on performance
* Predictions of attrition for the test set (competition set) that was provided.

**YouTube / Zoom Presentation** –25%

* Communication and presentation of your findings are critical to being a successful data scientist. You will be graded on:
  + Voice inflection
  + Content Knowledge
  + Slide Organization / Content
  + Visualization
  + Periodic eye contact and general interest in your audience. (Your face must be visible during the presentation.)
  + Composure: This will be mostly **not reading** off of the slides.
  + Polished / smoother verbal delivery
  + Polished opening and exit.
  + Pace: Not going a second over 7 minutes. The CEO and CFO are very strict on this point.
  + Making sure to roll in feedback from the EDA review.

**GitHub / Documentation** – 10%

* Sensible structuring (location) of files in repository
* Presence of Powerpoint, Rmd and knit files in the repo.
* Readme/Codebook
* RMD Documentation: Answers should be in a well commented and explained RMarkdown file.

**Peer Review of others projects** – 5%

You are of course always on the honor system, but this one is exclusively graded with the understanding that you are on the honor system. You are agreeing to check out at least 3 of your peers videos to get a different perspective of the project and the presentation.

You will see:

* Things you like in other presentation styles that you may choose to use next time or adapt.
* Things you don’t like in other presentation styles… but that may still give you an idea of how to improve your presentation.
* Things you like in others analysis, EDA and modeling that you may use or adapt in your next analysis.

You will get the 5 points for reviewing at least 3 of your peer’s videos / projects.