

Section	Marks	Exemplary	Accomplished	Developing	Beginning
Abstract	1	Clear, Concise, Engaging, Relevant and Accurate.	Clear, Concise, Relevant and Accurate.	Unclear. Doesn't connect well. Not well formatted.	Missing or irrelevant information
Table of Contents					
Introduction Industry/ Company					
Areas KPIs/Calc	10	Each KPI is clearly articulated with the purpose made clear. The discussion should reflect an understanding of the material.	Each KPI is clearly articulated with the purpose made clear but discussion suggests minimal understanding.	Each KPI is listed but calculation or purpose may be vague and demonstrated minimal understanding.	Missing, only partially complete or incorrect.
Data Source/Model	1	Accurately and completely reflects the data needed to calculate the KPIs	Reflects some of the data needed to calculate the KPIs. May lack detail.	Reflects some of the data needed to calculate the KPIs. May lack detail or be incorrect.	Missing, only partially complete or incorrect.
Roles	1	Roles are clearly defined and communication strategy is clearly articulated.	Roles are defined and communication strategy is articulated.	Some ambiguity around roles and communications remains.	Missing, only partially complete or incorrect.
References	1	Many references are completely and accurately given with the approved format.	Some references are accurately given with the approved format.	Some references are given. The format may or may not be correct.	Missing, only partially complete or incorrect.
Professionalism	1	All sections are properly and clearly populated with relevant content.	All sections are properly populated with some relevant content.	All sections are properly populated but with sparse or poor content.	Some sections are missing or left blank.