

Rubric for Kickstarting with Excel:

	Mastery	Approaching Mastery	Progressing	Emerging	Incomplete
Row and Column Creation (10 points)	<p>Eight new columns were correctly created for:</p> <p>Goal Number Successful Number Failed Number Canceled Total Projects Percentage Successful Percentage Failed Percentage Canceled</p> <p>And twelve new rows were correctly created for:</p> <p>Less Than 1000 1000 to 4999 5000 to 9999 10000 to 14999 15000 to 19999 20000 to 24000 25000 to 29999 30000 to 34999 35000 to 39999 40000 to 44999 45000 to 49999</p>	<p>Six or Seven new columns were correctly created for:</p> <p>Goal Number Successful Number Failed Number Canceled Total Projects Percentage Successful Percentage Failed Percentage Canceled</p> <p>And Ten or Eleven new rows were correctly created for:</p> <p>Less Than 1000 1000 to 4999 5000 to 9999 10000 to 14999 15000 to 19999 20000 to 24000 25000 to 29999 30000 to 34999 35000 to 39999 40000 to 44999 45000 to 49999</p>	<p>Four or Five new columns were correctly created for:</p> <p>Goal Number Successful Number Failed Number Canceled Total Projects Percentage Successful Percentage Failed Percentage Canceled</p> <p>And Eight or Nine new rows were correctly created for:</p> <p>Less Than 1000 1000 to 4999 5000 to 9999 10000 to 14999 15000 to 19999 20000 to 24000 25000 to 29999 30000 to 34999 35000 to 39999 40000 to 44999 45000 to 49999</p>	<p>Fewer than four new columns were correctly created for:</p> <p>Goal Number Successful Number Failed Number Canceled Total Projects Percentage Successful Percentage Failed Percentage Canceled</p> <p>And fewer than eight new rows were correctly created for:</p> <p>Less Than 1000 1000 to 4999 5000 to 9999 10000 to 14999 15000 to 19999 20000 to 24000 25000 to 29999 30000 to 34999 35000 to 39999 40000 to 44999 45000 to 49999</p>	<p>No submission was received</p> <p>-OR-</p> <p>Submission was empty or blank</p> <p>-OR-</p> <p>Submission contains evidence of academic dishonesty</p>
COUNTIFS() function (10 points)	<p>COUNTIFS() function correctly applied to the three columns listed below.</p> <p>Number Successful Number Failed Number Canceled</p>	<p>COUNTIFS() function correctly applied to two of the columns listed below.</p> <p>Number Successful Number Failed Number Canceled</p>	<p>COUNTIFS() function correctly applied to one of the columns listed below.</p> <p>Number Successful Number Failed Number Canceled</p>	<p>COUNTIFS() function applied incorrectly to the three columns listed below.</p> <p>Number Successful Number Failed Number Canceled</p>	
Simple formulas (Addition and division) (10 points)	<p>Addition function correctly applied to the Number Successful, Number Failed, and Number Canceled columns to calculate Total Projects column for all twelve rows.</p>	<p>Addition function correctly applied to the Number Successful, Number Failed, and Number Canceled columns to calculate Total Projects column for all ten or eleven rows.</p>	<p>Addition function correctly applied to the Number Successful, Number Failed, and Number Canceled columns to calculate Total Projects column for all eight or nine rows.</p>	<p>Addition function correctly applied to the Number Successful, Number Failed, and Number Canceled columns to calculate Total Projects column for fewer than eight rows.</p>	
Line Chart 1 (15 points)	<p>Correctly creates a line graph that visualizes the relationship between the goal amount and the campaign's chances of success, failure, or cancellation.</p>	<p>Creates, with one or two minor errors, a line graph that visualizes the relationship between the goal amount and the campaign's chances of success, failure, or cancellation.</p>	<p>Creates, with more than two minor errors or a significant error, a line graph that visualizes the relationship between the goal amount and the campaign's chances of success, failure, or cancellation.</p>	<p>Creates, with more than three minor errors and/or multiple significant errors, a line graph that visualizes the relationship between the goal amount and the campaign's chances of success, failure, or cancellation.</p>	

Pivot Table and Line Chart 2 (25 points)	Create a pivot table that correctly charts the outcome of each kickstarter project based on the launch date and is filtered by parent category.	Create a pivot table that correctly charts the outcome of each kickstarter project based on the launch date and is filtered by parent category with one or two minor errors.	Create a pivot table that correctly charts the outcome of each kickstarter project based on the launch date and is filtered by parent category with more than two minor errors or a significant error.	Create a pivot table that correctly charts the outcome of each kickstarter project based on the launch date and is filtered by parent category with more than three minor errors and/or multiple significant errors.	
Written Report (30 points)	Presents a cohesive written analysis that: ✓ Draws three reasonable conclusions from the data ✓ States limitations of the dataset and suggestions for additional tables of graphs	Presents a cohesive written analysis that: ✓ Draws at least two reasonable conclusions from the data ✓ States either limitations of the dataset or suggestions for additional tables of graphs	Presents a developing written analysis that: ✓ Draws at least one conclusion from the data ✓ States either limitations of the dataset or suggestions for additional tables of graphs	Presents a limited written analysis or no written analysis that: ✓ Draws one or fewer conclusions from the data ✓ Does not include limitations of the dataset or suggestions for additional tables of graphs	