

Retail Location Project Rubric

Name _____

CRITERIA	EXCELLENT	MEETS EXPECTATIONS	APPROACHES EXPECTATIONS	NEEDS IMPROVEMENT	POINTS
Business Understanding / Analytics Question(s) <i>30 points</i>	Clear, concise, specific question(s) posed, supported by appropriate discussion. Full description of the problem or area of interest, data set, and the plan of analysis is effectively explained	Specific question(s) posed. Adequate description of the problem or area of interest, data set, and plan of analysis was explained.	Broad questions(s) posed. A vague description of the problem or area of interest, dataset, and plan of analysis was not adequately explained.	Relevant business questions not clearly articulated. The plan of analysis is not explained.	
EDA/ Data Understanding & Data Preparation <i>40 points</i>	Practical exploratory data analysis conducted and results provided. Results concisely explained/ summarized. All conditions are checked correctly for any inference procedures.	Exploratory data analysis is appropriate, mostly accurate and reasonably thorough. Some conditions are checked correctly for any inference procedures.	Analysis of the data is appropriate but only somewhat accurate and thorough. Some conditions are checked correctly for any inference procedures.	Limited analysis was performed. No conditions are checked for any inference procedures.	
Methods / Modeling <i>30 points</i>	Statistical methods were fully and correctly applied. Clear explanation of why variables were selected. Includes appropriate, well-labeled, accurate results of the analysis.	Most methods were correctly applied but more could have been done with the data. Includes appropriate, accurate results of the analysis.	Some methods were applied but with significant errors or omissions. Includes appropriate but not accurate results of the analysis.	Statistical methods were completely misapplied or absent. No explanation provided on why variables were selected. Does not include appropriate results of the analysis.	

Evaluation / Discussion 25 points	<p>Results and discussion are well focused on the business questions and included all important points.</p> <p>The conclusion includes a clear answer to the analytics question that is consistent with the data analysis, including sales revenue projections.</p> <p>Justifies key results and procedures, explains assumptions and reasons and potential limitations.</p>	<p>Missed some important points.</p> <p>The conclusion includes a clear answer to the analytics question that is mostly consistent with the data analysis.</p>	<p>Analyzed only the most basic points.</p> <p>Draws unwarranted or fallacious conclusions. Justifies few results or procedures, seldom explains reasons. Regardless of the evidence or reasons, maintains or defends views based on self-interest or preconceptions</p>	<p>The conclusion does not include an answer to the statistical question that is consistent with the data analysis</p> <p>Argues using fallacious or irrelevant reasons and unwarranted claims. Does not justify results or procedures nor explain reasons.</p>	
Organization 15 points	<p>The ideas are arranged logically to support the thesis. They flow smoothly from one to another and are clearly linked to each other. The reader can follow the line of reasoning</p>	<p>The ideas are arranged logically to support the thesis. They are usually clearly linked to each other. For the most part, the reader can follow the line of reasoning.</p>	<p>The writing is not arranged logically. Frequently, ideas fail to make sense together. The reader can figure out what the writer probably intends but the reader must be motivated to do so.</p>	<p>The writing lacks a logical organization. The reader cannot identify a line of reasoning and loses interest.</p>	
Tone 10 points	<p>The tone is professional appropriate for the audience and for the purpose</p>	<p>The tone is generally professional. In general, it is appropriate for the audience and purpose.</p>	<p>The tone is not consistently professional or appropriate for the audience and purpose.</p>	<p>The tone is not professional. It is inappropriate for the audience and purpose.</p>	
Grammar (point deduction)	<p>The writing is free or almost free of errors.</p>	<p>There are occasional violations in the writing, but they don't represent a major distraction or obscure the meaning</p>	<p>The writing has numerous errors, and the reader is distracted by them.</p>	<p>Errors are so numerous that they obscure the meaning of the passage. The reader is confused and stops reading.</p>	
				Total Points	