Criteria	Worst			Best
Content and Organization (Data Analysis)	No visualization; don't answer the question correctly with data; incorrect statistical/ML models; no adequate depth of analysis; ideas are not presented in proper order	Some data visualization but little help; some questions are answered by the specified models; additional depth of analysis is needed; some ideas need to be presented in proper order.	Use data visualization that helps specify models; the questions are answered accurately by the selected models; additional depth of analysis is needed; most ideas are in a logical order	**Informative** visualization that shows the relationship of variables and helps specify models; all questions are answered **accurately**; discuss **how** and **why** the models are chosen; **sophisticated** data analysis; all ideas are presented in a **logical order**
Content and Organization (Packages)	No explanation of how and why use the packages; don't show the usage of functions with real data sets; interpret the outputs inaccurately; ideas are not presented in proper order	Explanation of how and why use the packages is not convincing; don't demo the usage of functions well; interpret the outputs/graphics with minor errors; some ideas not presented in proper order	Show how and why the packages help do data science; explain how to use the functions with datasets; appropriately interpret the outputs/graphics; most ideas are in a logical order	**Clearly** and **convincingly** show **how** and **why** the package helps do data science; explain **how** to use the functions with **interesting** datasets; interpret the outputs/graphics with **understandable** examples; show the packages are **better**; ideas are presented in a **logical** order
Slides and Materials Quality	Material interferes with the story; too many words; too small fonts; many grammar errors and inaccurate information; lack of informative table or graphics; unnecessary coloring or special effects; poor layout and design	Materials are somewhat helpful in telling the story; some inaccurate information; graphics relate to the topic, but not easy to understand or incorrect; fair design and layout	For the most part, materials are helpful in telling the story with only a few glaring problems. Most tables and graphics are informative and easy to understand; attractive design, layout, and neatness	Materials aid the speaker in telling a **coherent** story; all tables and graphics are **informative** and related to the topic and make it easier to understand; **attractive design**, **layout**, and **neatness**
Oral Presentation	Low volume or energy; pace too slow or fast; poor diction; distracting gestures or posture	More volume/energy needed at times; the pace is too slow or fast; some distracting gestures or posture	Adequate volume and energy; generally good pace and diction; few or no distracting gestures	Good **volume** and **energy**; proper **pace** and **diction**; avoidance of distracting gestures
Interactions and Q&A	Little or no eye contact with audience; poor listening skills; uneasiness or inability to answer audience questions	Additional eye contact needed at times; better listening skills needed; some difficulty answering audience questions	Fairly good eye contact with audience; displays ability to listen; provide adequate answers to audience questions	Good **eye contact** with audience; excellent **listening** skills; answers audience questions with **authority** and **accuracy**