Storytelling With Data

Rubric

Criteria	Below Basic	Basic	Proficient	Advanced
Make the Returned field into a calculated field where the null values are 0 and the Yes values are 1	The Returned field has not been turned into a calculated field.	[pass / fail]	[pass / fail]	The Returned field is a calculated field, and null and yes values are handled correctly and efficiently.
Build a scatterplot showing the correlation between total sales and total returns	No scatterplot is created.	A scatterplot is created, but it is not clear if it shows correlation between total sales and total returns.	A scatterplot is created and it clearly shows correlation between total sales and total returns.	A scatterplot is created and it clearly shows correlation between total sales and total returns, and it is visually appealing.
Build a bar chart showing the return rate by product category	No bar chart is created.	A bar chart is created, but it is not clear if it shows the return rate by product category.	A bar chart is created and it clearly shows the return rate by product category.	A bar chart is created and it clearly shows the return rate by product category and it is visually appealing.
Create a filter to remove customers with only 1 order	No filter is created.	A filter is created, but it does not remove customers with only 1 order.	A filter is created and it removes customers with only 1 order.	A filter is created and it removes customers with only 1 order, and results are correct
Create a map showing the return rate by some geographic measure (state, city, etc.) to see if there is a geographic concentration to returned orders	No map is created.	A map is created, but it does not show the return rate by geographic measure.	A map is created and it clearly shows the return rate by geographic measure.	A map is created, it clearly shows the return rate by geographic measure, and it is visually appealing.
Create a worksheet that shows the return rate by some measure of time (month, week, etc.) to see if there is a seasonal effect to returned orders	No worksheet is created.	A worksheet is created, but it does not show the return rate by measure of time.	A worksheet is created and it clearly shows the return rate by measure of time.	A worksheet is created, it clearly shows differences in returns by month
Build two different kinds of composite charts showing the return rate for a mix of multiple factors (date/geography/product category/etc.)	No composite charts are created.	Composite charts are created, but they do not show the return rate for a mix of multiple factors.	Composite charts are created and they clearly show the return rate for a mix of multiple factors.	Composite charts are created, they clearly show the return rate for a mix of multiple factors and easily pinpoint top return rate items
Documenting dashboard design requirements	No documentation provided or requirements not clearly defined.	Some documentation provided, but requirements not clearly defined.	Clearly defined requirements for dashboard design are provided.	Detailed documentation for dashboard design, with specific requirements and considerations for salient features.
Creating low-fidelity mockup of dashboard	No mockup provided or mockup does not accurately reflect design requirements.	Basic mockup provided, but does not fully reflect design requirements.	Accurate low-fidelity mockup of dashboard provided, with three variations.	Three high-quality and detailed low-fidelity mockup of dashboard, with clear consideration of design requirements and variations.

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Creating a template for the dashboard	No template provided or template does not match mockup.	Basic template provided, but does not match mockup or design requirements.	Template for dashboard provided that accurately matches mockup and design requirements.	High-quality and detailed template for dashboard, with clear consideration of design requirements and variations.
Creating dashboards with relevant markers, images, and titles	Dashboards are not created or do not include relevant markers, images, and titles.	Dashboards created, but do not include all relevant markers, images, and titles.	Relevant markers, images, and titles are included in the dashboards.	High-quality and detailed dashboards, with clear consideration of design requirements, markers, images, and titles.
Creating a draft of the story	No draft provided or draft does not include all story points.	Basic draft provided, but does not include all story points or is not clearly written.	Accurate draft of story provided, with clear captions for each story point and a summary of the analysis, best way to measure return rate, why this way is better, root cause of returns, explanation of each chart, interpretation of the dashboard, demonstration of how to use filters, actions to be taken, and conclusion with proposed next steps.	High-quality and detailed draft of story, with clear captions for each story point, a summary of the analysis, best way to measure return rate, why this way is better, root cause of returns, explanation of each chart, interpretation of the dashboard,
Explanation of charts and interpretation	Charts are not explained or interpretation is incorrect.	Charts are explained, but interpretation is unclear or incorrect.	Charts are explained clearly and interpretation is mostly accurate.	Charts are explained clearly and interpretation is entirely accurate and includes additional insights.
Understanding of dashboard interpretation	Student does not demonstrate understanding of how to interpret the dashboard.	Student demonstrates a basic understanding of how to interpret the dashboard.	Student demonstrates a proficient understanding of how to interpret the dashboard and can identify key insights.	Student demonstrates a advanced understanding of how to interpret the dashboard and can identify key insights, including identifying potential outliers and trends.
Use of filters to identify root cause	Student does not demonstrate use of filters to identify root cause.	Student demonstrates a basic understanding of how to use filters to identify root cause, but the analysis is not comprehensive.	Student demonstrates a proficient understanding of how to use filters to identify root cause and their analysis is comprehensive.	Student demonstrates an advanced understanding of how to use filters to identify root cause, their analysis is comprehensive, and they can identify multiple potential root causes.
Actions to be taken after identifying root cause	Student does not provide any suggestions for actions to be taken after identifying root cause.	Student provides basic suggestions for actions to be taken, but they are not well thought out.	Student provides well thought out suggestions for actions to be taken after identifying root cause.	Student provides well thought out and actionable suggestions for actions to be taken after identifying root cause, and also includes a plan for implementation and follow up.
Write a conclusion with proposed next steps	No conclusion or proposed next steps are provided.	A conclusion is provided, but proposed next steps are not clearly outlined.	A clear and well-written conclusion is provided, along with specific and actionable proposed next steps.	The conclusion and proposed next steps are well-written, specific, and demonstrate a thorough understanding of the analysis and its implications.
Construct dashboards to create presentation-style slides	Dashboards are not created or are not in a presentation-style format.	Dashboards are created, but are not in a polished or visually appealing presentation-style format.	Dashboards are created in a polished and visually appealing presentation-style format.	Dashboards are created in a polished, visually appealing, and highly effective presentation-style format that effectively communicates the analysis and its implications.