RUBRIC FOR DATA ANALYTICS ASSIGNMENT EVALUATION: EXTERNAL

Parameters	100	1-Star (0 - 20%)	2- Star (20 - 40%)	3-Star (40-50%)	4- Star (60 - 80%)	5-Star (80-100%)
1. Framing the business problem(s) or opportunity(ies), and objective(s) of exercise Exploratory Data Analysis	15	Absence of definition of problem or opportunity Absence of data visualisation, broad description of what the data seem to say	Ambiguous definition of problem/ opportunity, or not related to a business situation Some basic charts, with no analysis	Business problem/ opportunity defined, but with little indication of the objectives of this exercise Data described, some indication of how analyses may proceed	A business problem/ opportunity and a description of how this exercise will address the stated business problem/ opportunity Data described, summarised and possible analyses discussed; hypotheses framed where meaningful	Clear definition of business problem/ opportunity and a clear description of how this exercise will address the stated business problem/ opportunity Clear understanding of data, analyses possible and not, with issues with data, if any, addressed; hypotheses framed where meaningful
2. Quantitative modelling and model evaluation	40	Incorrect choice of technique, and/or incorrect use of data	Correct choice of analysis technique, but little understanding of data	Correct choice of analysis technique and understanding of data, but improper application of technique	Correct choice of analysis technique, understanding of data, and proper application of technique, but no attempt to consider alternative models or test assumptions	Correct application of technique, appropriate understanding and use of data (processed where necessary), alternative models considered, assumptions tested and model validated

Parameter	100	1-Star (0 - 20%)	2- Star (20 - 40%)	3-Star (40-50%)	4- Star (60 - 80%)	5-Star (80-100%)
			− where relevant	where relevant		

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Parameter	100	1-Star (0 - 20%)	2- Star (20 - 40%)	3-Star (40-50%)	4- Star (60 - 80%)	5-Star (80-100%)
3. Interpreting model output and drawing insights from the model	20	No/superficial thoughts on what model outputs mean	Incomplete discussion of model output	Complete description/ explanation of model output, but little understanding of how the output may be used in meeting the objectives of the exercise	Complete description/ explanation of model output, some, but only partial, identification of information that addresses the problem at hand	Comprehensive, logical, evidence-based interpretation of model output, leading to extracting insights useful to addressing business problem / opportunity

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Parameter	100	1-Star (0 - 20%)	2- Star (20 - 40%)	3-Star (40-50%)	4- Star (60 - 80%)	5-Star (80-100%)

4. Reporting and addressing problem as defined at the start	5	No structured (MS Word/ MS PowerPoint or equivalent document Any document with plagiarised (or ChatGPT/ equivalent) content	A basic document (MS Word/ MS PowerPoint or equivalent) – lacking depth, structure, and/or adequate coverage	A structured document (MS Word/ MS PowerPoint or equivalent) – describing all aspects of the analysis process, but incomplete supporting data and/or steps and software commands used in analysis (where relevant, e.g. screenshots of selections in RealStats for regression)	A structured document (MS Word/ MS PowerPoint or equivalent) – describing all aspects of the analysis process, supporting data and/or steps and software commands used in analysis (where relevant, e.g. screenshots of selections in RealStats for regression) Only partial linking of model output/ findings/ insights to address the problem/ opportunity defined at stage 1	An original, comprehensive report, structured logically with clear problem(s) definition, objective of exercise, description of modelling and validation, data used, data processing where needed, with data used and calculations and/or steps used to build the model, evidence-based insights and recommendations that address the business problem or opportunity at hand, with limitations and assumptions stated

Parameters	100	1-Star (0 - 20%)	2- Star (20 - 40%)	3-Star (40-50%)	4- Star (60 - 80%)	5-Star (80-100%)
5.Demonstrating understanding of work done (individually, during presentation)	20	Quality and explanation of only own contribution to assignment	Quality and explanation of own contribution and business problem	Quality and explanation of own contribution, business problem, model building steps	Quality and explanation of own contribution business problem, model building steps, model validation steps, insights	Quality, explanation and defence of all aspects of: the theory underlying the exercise, technique used, assumption- and model-validation, conclusions drawn/ insights / limitations, recommendations made Applying learning from other modules in this course to the exercise – where relevant