Southern New Hampshire University

DAT 640 Milestone Five Guidelines and Rubric

For this milestone, you will address model optimization, including an evaluation of the predictive model, steps for implementing a continuous feedback method for measuring the validity of the model, and the expected results of using the scoring engine for optimization. Specifically, address the following:

- **Model Optimization**
  - **Evaluate** the predictive model structure, interactions, and relationships of your chosen scoring method for reliability. Specifically, how reliable would data be as it moves through the predictive model structure you are proposing?
  - Describe the **steps for implementing** a continuous feedback method "scoring engine" for measuring the validity and improvement of a predictive analytic model.
  - Document the **expected results** of using the scoring engine for optimization of the predictive analytic model.

Guidelines for Submission: Your paper must be submitted as a two- to four-page Microsoft Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Any citations must be formatted according to APA style.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Evaluation	Meets "Proficient" criteria, and supporting research is scholarly in nature	Evaluation of the predictive model structure, interactions, and relationships in data of the selected scoring method for reliability is logical and supported with relevant research	Evaluation of the predictive model structure, interactions, and relationships in data of the selected scoring method for reliability is not logical or is not supported with relevant research	Does not include an evaluation of the predictive model structure, interactions, and relationships in data of the selected scoring method for reliability	30
Implementation Steps	Meets "Proficient" criteria, and plan is comprehensive enough to be put into action within the context of the organization	Accurately describes the necessary steps for implementing a continuous feedback method "scoring engine" for measuring the validity and improvement of a predictive analytic model in detail	Describes the steps for implementing a continuous feedback method "scoring engine" for measuring the validity and improvement of a predictive analytic model but misses necessary detail or does not accurately identify the steps	Does not describe the steps for implementing a continuous feedback method "scoring engine" for measuring the validity and improvement of a predictive analytic model	30
Expected Results	Meets "Proficient" criteria, and explanation is diversified to include possible unexpected results	Documents and clearly explains the expected results of using the scoring engine for	Documentation and explanation of the expected results of using the scoring engine for optimization of	Does not document or explain the expected results of using the scoring engine for optimization of	30

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		optimization of the predictive analytic model	the predictive analytic model are not clear	the predictive analytic model	
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
				Earned Total	100%