

## DAT 640 Milestone One Guidelines and Rubric

For milestone one, you will download and describe this [data set](#) that you will be using for all of the milestones and your final project in this course. To describe the data, you will provide a general background on the organization, a description of the specific issue facing the organization, and a basic description of the provided data set.

To write a background, first introduce the organization briefly. Include information such as how long it has been in business, what its products are, what its mission is, how big its user base is, and any other relevant information about the organization that would be useful for the reader to know. Then describe the context for how the data was collected and for what purpose it was collected. Talk about what problems the organization faces and what kinds of problems it could face in the future, and how the data could offer clues to handling those issues.

Then describe your data set. You can do this in the context of CRISP-DM principles and may use some of the rudimentary R skills to deduce the relevant facts about the data—such as what kinds of variables are in the dataset, how many rows, and the general characteristics of the dataset as a whole. This is not the data summarization (characterizing outliers or missing values), which will be covered later in the course. This is the 50,000-foot view of the data set, the organizational context, and the investigation that you wish to perform.

Specifically, address the following:

- **Organizational Background**
  - What is the general background of the organization? What are the problems or limitations that the organization hopes to overcome through this analysis?
- **Data Set**
  - Describe the data set you intend to use.

**Guidelines for Submission:** Your paper must be submitted as one- to three-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.

### Rubric

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
<b>Organizational Background</b>	Meets "Proficient" criteria, and the problems are contextualized around what could be addressed by implementation of a predictive analytics structure	Provides an accurate background of the organization and describes the problems/limitations that the organizations wants to overcome	Provides a background of the organization, but there is a lack of specificity in the descriptions that the the problems/limitations that the organization wants to overcome	Does not provide a background of the organization	45
<b>Data Set</b>	Meets "Proficient" criteria, and the description is especially detailed and thorough	Provides a description of the data set that will be used	Provides a description of the data set that will be used, but the description is limited and/or inaccurate	Does not provide a description of the data set that will be used	45
<b>Articulation of Response</b>	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
<b>Earned Total</b>					<b>100%</b>