Southern New Hampshire University

DAT 690 Milestone One Guidelines and Rubric

Overview: You are a data analyst and your manager has assigned you a project to develop a predictive model that will support a business problem and be implemented into production. You are responsible for taking the project through the phases of CRISM-DM methodology.

Prompt: In this milestone, you will write your project summary and analytic plan. The project summary will identify the business problem, state the research question being modeled, and discuss how the solution will help the business. The analytic plan will describe each CRISP-DM phase and the activities that will be performed for each step in the project. Note that your audience is your data analytic team and data analytic manager. Refer to the CRISP-DM graphic in this week's Module Overview for clarification of the phases.

If you have any questions after reading through the feedback on this milestone, reach out to your instructor. Remember that your instructor is a resource you should utilize throughout the course.

While you may reflect on your prior coursework, your submission must consist only of DAT 690 coursework to avoid self-plagiarism. Make sure to include the following critical elements in your paper.

Critical Elements
Describe the CRISP-DM **Business Understanding Phase:** Identify the business problem
Describe the CRISP-DM **Business Understanding Phase:** State the research question
Describe the CRISP-DM **Business Understanding Phase:** Discuss how the solution will help the business
Describe the CRISP-DM **Data Understanding Phase:** describe, explore, and verify the data
Describe the CRISP-DM **Data Preparation Phase:** select, clean, construct, and integrate the data
Describe the CRISP-DM **Modeling Phase:** select, generate, build, and assess the model
Describe the CRISP-DM **Evaluation Phase:** evaluate the results, review the process, and determine next steps
Describe the CRISP-DM **Deployment Phase:** how the model will work in production
Articulation of Response: Submission has no major errors related to citations, grammar, spelling, syntax, or organization

Rubric

Guidelines for Submission: Your paper must be submitted as a two- to three-page Microsoft Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Be sure to cite any sources in APA format.

Critical Elements	Proficient (100%)	Not Proficient (0%)	Value
CRISP-DM Business Understanding Phase: Business Problem	Discusses a business problem to address	Does not discuss a business problem to address	11.5
CRISP-DM Business Understanding Phase: Research Question	States the research question	Does not state the research question	11.5
CRISP-DM Business Understanding Phase: Business Solution	Discusses how the solution will help the business	Does not discuss how the solution will help the business	11.5
CRISP-DM Data Understanding Phase	Describes the Data Understanding Phase of the analytic plan	Does not describe the Data Understanding Phase of the analytic plan	11.5
CRISP-DM Data Preparation Phase	Describes the Data Preparation Phase of the analytic plan	Does not describe the Data Preparation Phase of the analytic plan	11.5
CRISP-DM Modeling Phase	Describes the Modeling Phase of the analytic plan	Does not describe the Modeling Phase of the analytic plan	11.5
CRISP-DM Evaluation Phase	Describes the Evaluation Phase of the analytic plan	Does not describe the Evaluation Phase of the analytic plan	11.5
CRISP-DM Deployment Phase	Describes the Deployment Phase of the analytic plan	Does not describe the Deployment Phase of the analytic plan	11.5
Articulation of Response	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	8
		Earned Total	**100%**