

DAT 690 Milestone Two Guidelines and Rubric

Overview: In Milestone One, you examined CRISP-DM and each of its phases. You performed Phase One, Business Understanding, by:

- 1) Identifying the business problem
 - 2) Stating the research question
 - 3) Discussing how the solution would help the business
 - 4) Describing the analytic plan, which included the remaining phases with the steps in each phase
- In this milestone, you will perform Phase Two, Data Understanding and Phase Three, Data Preparation.

Prompt: In Milestone Two, you will begin performance on the analytic plan. You will write the Data Understanding and perform the Data Preparation.

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 must 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
CRISP-DM Data Understanding Phase: Select data; discuss the types of data in the data set and rationale for inclusion or exclusion
CRISP-DM Data Understanding Phase: Describe descriptive statistics analysis and correlation analysis overall results
CRISP-DM Data Understanding Phase: Discuss descriptive statistics analysis results for selected variables
CRISP-DM Data Preparation Phase: Describe the data steps for preparing and cleaning data, clean data, and data cleaning report
CRISP-DM Data Preparation Phase: Construct data, derived attributes*, generated records; integrate merged data; format/reformat data
Articulation of Response: Submission has no major errors related to citations, grammar, spelling, syntax, or organization

***Derived attributes:** attributes that do not exist in the physical database, but whose values are derived from other attributes

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
Data Understanding Phase: Select data; discuss the types of data in the data set and rationale for inclusion or exclusion	Selects data and discusses the types of data and rationale for inclusion or exclusion	Does not select data and discuss the types of data and rationale for inclusion or exclusion	18
CRISP-DM Data Understanding Phase: Describe descriptive statistics analysis and correlation analysis overall results	Describes descriptive statistics analysis and correlation analysis overall results	Does not describe descriptive statistics analysis and correlation analysis overall results	18
CRISP-DM Data Understanding Phase: Discuss descriptive statistics analysis results for selected variables	Discusses descriptive statistics analysis results for selected variables	Does not discuss descriptive statistics analysis results for selected variables	18
CRISP-DM Data Preparation Phase: Describe the data steps for preparing and cleaning data, clean data, and data cleaning report	Describes data steps for preparing and cleaning data, clean data, and data cleaning report	Does not describe steps for preparing and cleaning data, clean data, and data cleaning report	18
CRISP-DM Data Preparation Phase: Construct data, derived attributes, generated records; integrate merged data; format/reformat data	Constructs data, derived attributes; generated records; integrates merged data; and formats/reformats data	Does not construct data, derived attributes, generated records and integrate –merged data; and format/reformat data	18
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	10
Earned Total			100%