

### DAT 690 Milestone Three Guidelines and Rubric

**Overview:** Continuing from your Milestone Two, you will move to the next phases of CRISP-DM: Modeling and Evaluation. These phases begin the iterative steps of CRISP-DM where you model, evaluate results, and then iterate on any of the prior phases of Business Understanding, Data Understanding, or Data Preparation to make decisions about how to adjust the model based on results. This is a continuous loop of iterations until a final design is determined.

**Prompt:** In this milestone, you begin with describing what model you will be using and what your expected results are prior to running the model. Run the model and capture your notes and outputs. In a systematic method, define the change and expected result and run the model. Continue this method until a final model has been determined. In this milestone, include your test iteration discussion and results, which support your final model design. Use charts and statistical model output to support your model.

Implementing your revised data analytic plan in the third milestone will prepare you for completing the first capstone component, the data analytic presentation. In the third milestone, you will summarize the implementation of your revised plan.

The draft should include any artifacts (e.g. graphs and tables) that describe the results of the process: data quality information, description of data structure, statistics generated by model building steps, and a discussion of the final model. Submit this draft to your instructor for feedback.

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
<b>CRISP-DM Modeling Phase:</b> Include artifacts (e.g., graphs and tables) explaining the preliminary results from the model.
<b>CRISP-DM Modeling Phase:</b> Assess data quality produced by implementation of analytic plan.
<b>CRISP-DM Modeling Phase:</b> Analyze data structure.
<b>CRISP-DM Evaluation Phase:</b> Evaluate how well the model worked.
<b>CRISP-DM Evaluation Phase:</b> Identify any areas of concern.
<b>CRISP-DM Evaluation Phase:</b> Describe statistics generated from the various stages of model building that describe the model's fit and ability to accurately depict the data.
<b>CRISP-DM Evaluation Phase:</b> Describe statistics generated from the various stages of model building that describe the model results.
<b>Articulation of Response:</b> 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
<b>CRISP-DM Modeling Phase: Artifacts</b>	Includes artifacts (e.g., graphs and tables) explaining the preliminary results from the model	Does not include artifacts (e.g., graphs and tables) explaining the preliminary results from the model	13
<b>CRISP-DM Modeling Phase: Data Quality</b>	Assesses data quality produced by implementation of analytic plan	Does not assess data quality produced by implementation of analytic plan	13
<b>CRISP-DM Modeling Phase: Data Structure</b>	Analyzes data structure	Does not analyze data structure	13
<b>CRISP-DM Evaluation Phase: Model Evaluation</b>	Evaluates how well the model worked	Does not evaluate how well the model worked	13
<b>CRISP-DM Evaluation Phase: Areas of Concern</b>	Identifies any areas of concern	Does not identify any areas of concern	13
<b>CRISP-DM Evaluation Phase: Fit of Model</b>	Describes statistics generated from the various stages of model building that describe the model's fit and ability to accurately depict the data	Does not describe statistics generated from the various stages of model building that describe the model's fit and ability to accurately depict the data	13
<b>CRISP-DM Evaluation Phase: Model Results</b>	Describes statistics generated from the various stages of model building that describe the model results	Does not describe statistics generated from the various stages of model building that describe the model results	13
<b>Articulation of Response</b>	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	9
<b>Earned Total</b>			<b>100%</b>