

DAT 650 Milestone Four Guidelines and Rubric

Overview: You will submit a pilot results report. Create visual and text-based reports showing pilot results. This report should also present your extrapolation of pilot results to expected full implementation results and estimate reasonable return on investment for full implementation.

Prompt: For this milestone, address the following critical elements:

- I. Model Creation
 - a. Create visual and text-based reports showing pilot results. In other words, **create reports** from the pilot implementation of your strategy.
- II. **Presentation:** Create a project proposal for the full implementation of your proposed data analytic solution. This executive presentation is your opportunity to convince your executives of the value that can be added by your proposal.
 - a. Extrapolate pilot results to expected full implementation results and estimate reasonable **return on investment for full implementation**. In other words, given the pilot results, how feasible is full implementation and what is the estimated return on investment?
 - b. **Articulate how full implementation** would meet the needs of the organization. Be mindful of your audience (organization executives, in this case), as they are the ultimate decision-makers that you need to convince.

Rubric

Guidelines for Submission: Your paper must be submitted as a 2-page Microsoft Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Report Creation	Meets “Proficient” criteria and reports are organized and professional in nature	Creates accurate visual and text-based reports from the results of the pilot run with available data	Creates visual and text-based reports from the results of the pilot run with available data, but not all visualizations are accurate	Does not create visual and text-based reports from the results of the pilot run with available data	30
Presentation: Full Implementation Value	Meets “Proficient” criteria including feasibility of full implementation	Logically extrapolates pilot results to expected full implementation results to accurately estimate the return on investment	Extrapolates pilot results to expected full implementation results to estimate the return on investment, but extrapolation is not logical or estimation of return is not accurate	Does not extrapolate pilot results to expected full implementation results to estimate the return on investment	30
Presentation: Full Implementation Articulation	Meets “Proficient” criteria and articulation is clear for audiences with various levels of data analysis knowledge	Clearly and concisely articulates how full implementation would meet the needs of the organization	Articulates how full implementation would meet the needs of the organization, the needs of the organization,	Does not articulate how full implementation would meet the needs of the organization	30

			however, articulation is not always clear or concise		
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
				Total	100%