



DAT 650 Milestone Two Guidelines and Rubric

Overview: You will submit a model framework. Report on the data selected, preparation of the data, test design, and the design of the model. Evaluate the role of existing analytic strategies in your model creation and summarize the business value of your model.

Prompt: Using the Use Cases document as a reference, design your descriptive and predictive pilot model. Consider the iterations needed to perform Data Understanding → Data Preparation → Model → Evaluation for descriptive and predictive iterations of the pilot model.

- I. Model Creation
- a. Evaluate existing data analytic strategies in terms of **their use for data model creation**. How useful would these strategies be within the chosen organizational environment?
 - b. What **value** does your analytic structure and strategy hold for model creation for your organization? Be sure to provide examples and support with resources when appropriate.

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
Model Creation Applicability	Meets “Proficient” criteria and provides support with relevant resources and examples	Accurately evaluates existing data analytic strategies in terms of their use for data model creation and appropriateness for the organizational environment	Evaluates existing data analytic strategies in terms of their use for data model creation and appropriateness for the organizational environment, but with gaps in accuracy or lack of detail relating the strategies to the organizational environment	Does not evaluate existing data analytic strategies for model creation	60
Model Creation Value	Meets “Proficient” criteria and defense examples are real-world examples with direct relevance to the organizational context	Defends the value added to the process of model creation within the organization by the proposed data analytic strategy with examples and evidence	Defends the value added to the process of model creation within the organization by the proposed data analytic strategy, but does not qualify the defense with examples and evidence	Does not articulate and defend the value added to the process of model creation within the organization by the proposed data analytic strategy	30
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
Earned Total					100%

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