Southern New Hampshire University

DAT 650 Milestone One Guidelines and Rubric

Overview: You will submit a submit a three- to four-page scenario summation that includes the potential business value data, analytic structure, the application of the CRISP-DM process, and your proposal for the analytic tool you will use in your project. Also, you will include a summary of the ethical implications identified in your data. You will summarize the potential ethical concerns for the data source chosen.

Prompt: For your final project, you have been tasked with developing a data analysis enterprise strategy that will add business value. In this assessment, business value is the value or benefit added to your organization from the incorporation and use of a data strategy. Develop an architecture and strategy, and then convince the organizational executives that your plan will add necessary value to the organization.

For this milestone, review the three use case scenarios available for your final data analytic solution in the Use Cases document in the Assignment Guidelines and Rubric area of the course. Select ONE of the use case scenarios for your milestones and final project.

Complete a draft of an introduction that addresses the following critical elements:

I. Identify data sources and analytic structures that generate business value.

    a. Describe how the given **data sources** could potentially provide **business value** for your organization. Include an explanation of how the **CRISP-DM** process will enable proper execution.

    b. Given the organizational context and the list of available data and sources, describe the purpose behind the descriptive and predictive **analytic structure** you will use. Explain how the structure fits the organization and how it could provide additional support, benefits, and values for the organization as a whole.

    c. Based on your experience and knowledge, propose **analytic tools** to use in your data research and modeling. What elements factor into your consideration in choosing this tool?

    d. What **additional data fields** would you like to include in your model that are not in the given data set? How will these fields add value in combination with your current data? Be sure to cite examples and support your reasoning.

II. Evaluate potential ethical implications for the chosen data analytic structure.

    a. Evaluate the **ethical implications** of the data set for the organization. In other words, what fields could potentially be ethically damaging to the organization if used as a part of your model (e.g., "marriage" or "gender" fields)?

    b. **Recommend a strategy** for addressing the ethical implications. Given the implications that you have identified, how would you highlight the ethical aspects for the organization's review? Describe how you would address using those fields in light of these ethical implications.

Rubric

Guidelines for Submission: Your paper must be submitted as a 3- to 4-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
Data Sources and Business Value	Meets "Proficient" criteria and provides relevant examples or in-depth analysis of the data to support the explanation	Logically describes the business value of the available data and data sources for the organization	Describes the business value of the available data and data sources for the organization, but with gaps in logic	Does not describe the business value of the available data and data sources for the organization	7.5
CRISP-DM Application	Meets "Proficient" criteria and provides relevant examples to support business value provided by the CRISP-DM method	Accurately explains how the phases of the CRISP-DM methodology will enable proper execution of the data solution	Explains how the phases of the CRISP-DM methodology will enable proper execution of the data solution, but the explanation contains errors or omissions	Does not explain how the phases of the CRISP-DM methodology will enable proper execution of the data solution	7.5
Purpose of Analytic Structure	Meets "Proficient" criteria and provides examples of statistical outcome definitions which support the purpose of the structure	Describes the purpose behind the descriptive and predictive analytic structure and how the selected structure could provide support, benefits, and value for the organization	Describes the purpose behind the descriptive and predictive analytic structure and how the structure could provide support, benefits, and value for the organization, but the response is cursory or contains inaccuracies	Does not describe the purpose behind the descriptive and predictive analytic structure or how the structure could provide support, benefits, and value for the organization	15
Articulation of Tool Selection	Meets "Proficient" criteria and includes a comparison of benefits of the selected tool over other potential options	Logically defends how the selected tool can produce analysis and reporting that could provide support, benefits, and value for the organization	Defends how the selected tool can produce analysis and reporting that could provide support, benefits, and value for the organization, but with gaps in logical application to the organization	Does not defend how the selected tool could provide support, benefits, and value for the organization	15
Additional Data Fields	Meets "Proficient" criteria and makes cogent connections between given data set and the value provided by additional fields	Provides examples of additional data fields that would complement current data set and cites examples for how these fields would add value	Provides examples of additional data fields that would complement current data set but does not cite examples for how these fields would add value	Does not provide examples of additional data fields or cite examples for how these fields would add value	15

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Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Value
Ethical Implication Evaluation	Meets "Proficient" criteria and evaluation is contextualized with specific examples of data fields for review	Accurately evaluates the ethical implications of the data set for the organization	Evaluates the ethical implications of the data set for the organization, but evaluation is not always accurate or evaluation is cursory	Does not evaluate the ethical implications of the data set for the organization	15
Ethical Recommendations	Meets "Proficient" criteria and description of strategy is exceptionally clear and contextualized	Recommends a strategy for highlighting ethical implications and describes how to address those fields responsibly	Recommends a strategy for highlighting ethical implications, but recommendations are cursory or may not successfully address ethical concerns	Does not recommend a strategy for highlighting ethical implications or describe how to address the fields responsibly	15
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%**