



DAT 640 Milestone Two Guidelines and Rubric

Develop the predictive analytic question and analytic plan. Then describe how that strategy will help solve a specific issue within the organization, and try to characterize the specific value that will be achieved. Address the following:

Organizational Background

What is the **potential value** of developing a predictive analytic strategy for the organization? In other words, how would development of a predictive analytic strategy help the organization?

Guidelines for Submission: Your paper must be submitted as one- to three-page Microsoft Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Any citations must be formatted according to APA style.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Potential Value	Meets “Proficient” criteria and added value is articulated persuasively for multiple audiences	Logically explains the possible value that could be added to the organization by the development of a predictive analytic strategy	Explanation of the possible value that could be added to the organization by the development of a predictive analytic strategy is not logical	Does not explain the possible value that could be added to the organization by the development of a predictive analytic strategy	90
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%