



## **DAT 510 Milestone One Guidelines and Rubric**

The final project for this course is the creation of a **data analytics project proposal** that addresses an issue or opportunity from the scenario and data set(s) you chose in Module One that leverages data analytics, evaluates the current use of data, and highlights recommended tools with the ultimate goal of improving business value.

For this milestone, submit the introduction portion of the final project (Part I).

Specifically, the following **critical elements** must be addressed:

### **I. Introduction**

- A. **Background:** Describe the context and environment of the organization and analyze how the company is currently leveraging data analysis and analytics tools to make decisions.
- B. **Data Sources:** Evaluate the data sources the organization is currently using for their benefits and limitations in meeting the goals the data is currently being used for. In other words, is the currently used data appropriate for its current usage? Why or why not?
- C. **Data Needs:** Analyze the various sources of data available to the organization or the data the organization could potentially begin collecting that could add business value. In other words, what data (existing or potential) could provide a benefit to the organization you chose to focus on, and how?
- D. **Data Analytics Initiative:** How can you exploit data analytics to add business value or uncover new opportunities? Identify the opportunity for a data analysis initiative that could provide additional business value to the organization, and explain. (You do not necessarily have to solve a problem or fill a gap within the organization. Instead, you could identify a new initiative that improves or adds valuable insight or information to the organization for decision making.)

**Guidelines for Submission:** Milestone One should be submitted as a formal report or presentation, as chosen in Module One. Make sure to address all of the critical elements in the prompt.

Remember, if you chose to submit a formal report, the document should use double spacing, 12-point Times New Roman font, and one-inch margins. If you chose to submit a presentation, make sure you are able to submit a video file, audio file, or accompanying speaker notes in addition to your slides. Also note that your instructor plays the role of upper management in this final project scenario. No matter what type of submission you select, you must cite your sources in APA format.

**Rubric**

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
<b>Introduction: Background</b>	Meets “Proficient” criteria and shows particular insight regarding the organization’s use of data analysis	Analyzes how data analysis and analytics are currently being leveraged within the described context and environment of the chosen organization	Analyzes how data analysis and analytics are currently leveraged, but with gaps in accuracy or specificity to the context and environment of the organization	Does not analyze how data analysis and analytics are leveraged	25
<b>Introduction: Data Sources</b>	Meets “Proficient” criteria and evidences keen foresight into potential data sources for meeting organizational goals	Comprehensively evaluates the data sources the organization is currently using for their benefits and limitations in meeting the goals	Evaluates the data sources the organization is currently using, but not for their benefits and limitations in meeting the goals, or omits key details	Does not evaluate the data sources the organization is currently using	25
<b>Introduction: Data Needs</b>	Meets “Proficient” criteria and evidences keen insight in connecting data to strategic benefits for the organization	Analyzes in detail the various existing or potential options for data sources to determine the potential for adding business value	Analyzes various existing or potential options for data sources, but not to determine the potential for adding business value, or response lacks necessary detail or key sources	Does not analyze various existing or potential options for data sources	25
<b>Introduction: Data Analytics Initiative</b>	Meets “Proficient” criteria and evidences keen insight into the details or potential of leveraging data analytics for business opportunity and value	Articulates a data analytics initiative that highlights the alignment between organizational opportunity and application of analytics to create value or uncover new opportunities	Articulates a data analytics initiative that highlights the alignment between organizational opportunity and application of analytics to create value but lacks key detail or aspects regarding the value or opportunity	Does not articulate a data analytics initiative that highlights the alignment between organizational opportunity and application of analytics to create value	25
<b>Earned Total</b>					<b>100%</b>