DATA ANALYSIS EVALUATION RUBRIC

Project Report Deliverable
Suggested length - 15 pages (double spaced)

1. **Executive summary** of the major highlights from your research intended for high level management (**5 marks – 1 page**).

2. **Conduct a literature review** of what is currently known in this area of research, what is not known, and what are the gaps in current knowledge. Research must be grouped conceptually and critiqued for the strength and quality of the literature. The findings of the analysis are presented clearly and concisely **(5 marks – 2 pages).**

3. **Create a well-defined and clear Research Question(s**) that reflect and are supported by the findings of the literature review. Include a justification and rationale for why this research question(s) is important to Business leaders, and relevant to current state of what is known (literature review) **(5 marks – 1 page).**

4. **Data preprocessing** – Outline and justify the steps you took in preprocessing the dataset. Discuss quality, scope, any issues with the data. **(5 marks – 1 page);**

5. **Data analysis**

   a. **EXPLORATORY DATA ANALYSIS**
   Findings from exploratory data analysis (correlation, variance, pivot tables, box plots, scatter plots, conditional formatting, outliers, standardization etc.) to understand the distribution of data; Do you see any patterns? What do they mean? Are they meaningful/insightful? Is there anything counterintuitive? Something that does not make sense? **(25 marks –3 pages)**

   b. **PREDICTIVE ANALYSIS** - What do you want to predict/classify? Why? How? Sampling and data partition? Your regression models, other techniques? Is it good/reasonable/appropriate? Hypotheses tests **(40 marks – 5 pages).**

6. **Discussion, implications of your findings and conclusion.** What can you conclude from your analysis? Any recommendations for management or other stakeholders? Is your conclusion useful? What are the limitations? Can it be improved in future? Etc.) **(5 marks – 2 pages)**

7. **References – APA format (no marks for correct APA, loss of marks for incorrect APA, max loss: 15 marks) – 1 page (not included in the page count)**

8. **APPENDIX** – All tables, graphs, models, and outputs (as many as required) should be placed here (Quality and relevance of output – **10 marks**)

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Two files to be submitted: i) Report in Word file ii) Your excel file with complete analysis & outputs in Excel Dashboard