

Artifact	Criteria	1-Needs Improvement	2-Meets Expectations	3-Exceeds Expectations
SQL	SQL Queries	Completes less than 60% queries	Completes between 60% and 90% queries	Completes 100% queries
Python	Process Documentation	Comments on the code are scarce or inexistent.	At reasonable points in the code, there are comments pointing out the rationale, logic or the main ideas behind the code, especially with data cleaning and data pre-processing operations.	The comments on the code help navigate through the data analysis process, making it more understandable, accessible and coherent. The comments add value to the exercise and are proof of deep thinking and reflection on the work
	File Organization	The structure given is sloppy or chaotic. Some indicators: files not placed properly in appropriate folders, poor naming conventions, inaccessible names, inconsistencies, difficulty to locate resources, etc.	The structure follows the requirements, there is a document somewhat explains the project and the structure of the document, and files are placed in proper folders with correct naming conventions.	The structure is robust. The README.md file elaborately defines the purpose of the project, talks briefly about the methodology used to build the model and the structure of the repo is also clear. The use of semantic names is abundant, making very clever choices to economize steps and optimize understanding.
	Code Readability	The code is messy, glitchy, buggy and repeated lines of code are used. The code is not properly organized in code blocks (if using pycharm or some other IDE) or different cells (if using jupyter)	Use of clean code standards, different code blocks/cells used for different operations, and the code follows a proper data analysis workflow	Refactored and elegant code. Code is organized in code blocks as functions (apart from using code blocks/cells for different sets of operations). It's effectiveness does not make it difficult to access and understand.
	Process - EDA, cleaning, pre-processing, modeling	The work shows "holes" because some parts of the data analysis workflow were not completed.	The complete data analysis process is well implemented with each step in the process covered to a good extent (reference to the things covered in class). Every step builds onto the previous one. All shed light and direct the following steps.	In addition to implementing the complete data analysis process, the student also reflected on their previous work and iterated over it to improve the accuracy of their results. Their extra work is highlighted in the documentation.
	Model deployment	1	2	3 or more
Presentation	Time	Over 10 minutes or over 10 slides.	6min for presentation 1 for code deployment demo. Employs a structure such as: 1. Intro, 2. Brief, 3. Problem, 4. Challenge, 5. Process, 6. Output, 7. Learnings 8. Next steps, 9. Thanks / Contact.	5 minute presentation with 5 slides. Employs a structure such as described in the previous level.
	Visual Design: visually appealing	There's no master slides template or visual style they are following. The presentation seems messy, unprofessional, and prevents the content from being absorbed well.	Use of master slides or template is appropriate. The presentation is clean and professional without being boring. There's an effort in the choice of typography for readability (accessibility), in the contrast in their main color palette, and some idea of a visual line.	The presentation is highly curated. They crafted their own slides template to go with the project. There's work on visuals, adding filters or graphics to make these images even more clear and engaging.
	Text + Image balance	Vast amounts of text with no support or formatting. Hierarchy of titles, subtitles and block of text or code is unclear.	There's appropriate (standard) text formatting following guidelines for headers and text. They make use of bullet points and numbered lists. Images displaying more visual content are employed to explain abstract concepts or processes.	Highly engaging presentation. It has a mix of different text formats with clear hierarchies and images. Images are not only snapshots of code and plots. Moreover, there are some images that serve a higher purpose, such as explaining abstract metaphors or make jokes.
	Use of vocabulary	Vocabulary chosen is not appropriate or clear. Seems unprofessional.	The choice of vocabulary is appropriate and helps to easily understand the concepts explained. The flow of the discourse is smooth.	The language chosen is effective and efficient. It includes specific technical terms but also balances with more approachable terms for wider access.