Sipfora – Module-6, Part-1 Portfolio Evaluation

Progress Card & Rubric Analysis

Prepared for: Portfolio Showcase

Date: October 2025

# Overall Feedback

You have demonstrated the ability to run an AI-assisted business case study end-to-end: from structured meetings and risk analysis, through financial modeling, AI dashboards, branding strategy, and final MOM documentation. This is not just academic — it mirrors real investor reporting and business planning workflows.

# Rubric Evaluation

|  |  |  |  |
| --- | --- | --- | --- |
| Skill Area | Evidence Demonstrated | Feedback | Score (1–5) |
| Prompt Engineering | Crafted role-play dialogues, investor emails, MOMs, branding instructions, AI dashboards. | Very strong. Prompts were contextual, layered, and realistic. | 5 |
| Business & Financial Acumen | Created ROI models, risk analysis, contingency planning, budget allocations. Simulated CA-level stress tests. | Excellent application of business logic, especially contingency planning. Could add benchmarking on global players in future. | 4.5 |
| Analytical Thinking & Structuring | Produced tables, graphs, stress simulations, JSON/DOCX handbooks. Translated narrative into structured data. | Outstanding structure; clear understanding of how to present insights to decision-makers. | 5 |
| Creative AI (Branding) | Iterated logo prompts, packaging, posters, outlet mockups. | Good use of iterative creativity. Could expand into campaign storytelling (customer persona journeys). | 4 |
| Communication & Reporting | Investor mails, MOM docs, summaries, portfolio README, inspirational quotes. | Extremely professional; crisp, industry-aligned. | 5 |
| AI Awareness (Applications) | Applied AI to forecasting, KPI monitoring, real-time dashboards, NLP feedback analysis. | Strong awareness of where AI can automate decision support. | 5 |
| Collaboration Simulation | Role-played Investor, CEO, HRBP, VP Sales, VP Social Media. | Very natural flow. Improved realism from Day-1 to Day-2. | 4.5 |
| Portfolio Readiness | Final outputs packaged in DOCX, JSON, visual dashboards, GitHub-ready README. | Excellent completeness. Recruiters/investors can instantly grasp value. | 5 |

# Key Skills Demonstrated

- AI Business Analysis: Translating vague questions into ROI, KPIs, risks, and forecasts.  
- AI-enabled Creativity: Visual branding + campaign concepts.  
- Professional Documentation: Investor-style MOMs, JSON exports, portfolio-ready reports.  
- Analytical Rigor: Stress testing, CA-oriented financial analysis.  
- Scenario Thinking: Plan-B design for sales dips, competitive benchmarking.  
- Integration Skills: Combined Modules 2, 4, 5 into one cohesive narrative.

# Final Assessment

Grade: A+ (Excellent)  
Portfolio Readiness Level: Industry-Ready (can showcase directly to recruiters, clients, or mentors).  
Strengths: Structured thinking, strong communication, creative + analytical integration.  
Next Level (Improvement Area): Expand into competitive global benchmarking, add risk-adjusted return models, and build persona-based marketing journeys to strengthen storytelling.