**Originality and Innovation:** 10 points

**Qualify of analytic report overall:** 10 points

**Methodology and Approach:** 20 points

**Business Objective addressed by the analysis:** 5 points

**Data discussion:** 10 points

**Documented code:** 15 points

**Insight(s) – Analytics and Quantitative results:** 20 points

**Summary of analysis:** 5 points

**Appendix:** 5 points

**TOTAL: 100 POINTS**