**Module 9: Storytelling assignment rubric**

| **Criteria** | **Ratings** | **Pts** |
| --- | --- | --- |
| This criterion is linked to a Learning OutcomeData Visualization 1  Visualization 1- Fire of Keep Decision - observed a huge performance difference between your sales employees (John and Ada)/ Ada is terrible at sales  Tableau Data visualizations based on the SuperCookiesStore data source -(10 pts)  Use of Preattentive attributes of data visualization: Use of the best graph type for the visualization -(5 pts) Data is not intentionally or unintentionally misleading e.g., axis starts at 0 -(5 pts) Axis, legends and title are clearly labeled-(5 pts) Proportions of the size accurately reflect the data-(5 pts) Use of color to highlight key information-(5 pts) Data aligns to the story/ message-(5 pts) | |  |  | | --- | --- | | **40 pts**  **Full Marks** | **0 pts**  **No Marks** | | 40 pts |
| This criterion is linked to a Learning OutcomeData Visualization 2  Visualization 2- Why Ada was wrongfully terminated?  Tableau Data visualizations based on the SuperCookiesStore data source -(10 pts)  Use of Preattentive attributes of data visualization: Use of the best graph type for the visualization -(5 pts) Data is not intentionally or unintentionally misleading e.g., axis starts at 0 -(5 pts) Axis, legends and title are clearly labeled-(5 pts) Proportions of the size accurately reflect the data-(5 pts) Use of color to highlight key information-(5 pts) Data aligns to the story/ message-(5 pts) | |  |  | | --- | --- | | **40 pts**  **Full Marks** | **0 pts**  **No Marks** | | 40 pts |
| This criterion is linked to a Learning OutcomeData Storytelling Summary  Write up to support the story that Ada was wrongfully terminated  Write up aligns to the story that the data highlights and supports the differences between the initial decision to fire and the subsequent findings that support the wrongful termination. | |  |  | | --- | --- | | **20 pts**  **Full Marks** | **0 pts**  **No Marks** | | 20 pts |
| Total Points: 100 | | |