| Criteria Category / Score | 4 | 3 | 2 | 1 |
| --- | --- | --- | --- | --- |
| Data Insights | The trends, patterns, and correlations from the data are well-explored and accurate and contain directly useful, actionable insights. Suggestions made are considered valuable. | The trends, patterns, and correlations from the data are somewhat accurate and contain somewhat useful insights. Suggestions made are somewhat valuable. | The trends, patterns, and correlations from the data contain inaccuracies or are not entirely represented or contain unfounded insights. Suggestions were obvious or not valuable. | Major inaccuracies are contained within the dashboard, or contain unfounded insights, or lack thereof. Suggestions were either bad or invaluable. |
| User-friendliness | Dashboard is highly intuitive and easy to navigate for all users. Key metrics and insights are prominently displayed, and the layout follows a logical flow. | Dashboard is mostly easy to navigate, with minor usability issues (e.g., unclear labels or hidden insights). Limited interactivity is present, with easy navigation. | Dashboard has noticeable usability issues, such as unclear navigation or difficult-to-access features. Limited interactivity or non-intuitive user flow. | Dashboard is difficult to navigate, with poor layout design, unclear labels, and lack of interactivity. Users would struggle to extract insights effectively. |
| Visual Appeal | Visually appealing, highly creative dashboard with professional design. Unique features, consistent design work to enhance clarity and engagement. | Generally clean dashboard design with some creative elements. Minor inconsistencies, but charts and visuals are effective and mostly clear. Still engages and is somewhat clear. | Dashboard shows design flaws and limited creativity. Inconsistencies in color, cluttered layout, or poor visuals detract from clarity of the insights presented. Not very engaging or lacking in clarity. | Dashboard is visually unappealing with little to no creative design. Poor color/font usage and cluttered layout with poor creative design. Charts and graphics are difficult to interpret. |
| Innovation + Creativity | Highly creative approach, incorporating unique metrics and measurements. Unique features enhance decision-making and go beyond basic requirements. | Some creative elements are present, though they are not fully integrated or central to the solution. Metrics shown are somewhat creative and/or unique. | Limited creativity, with very standard analysis. Minor attempts at innovation, but no significant impact on functionality or insights able to be made. | No creativity or advanced techniques. The solution sticks to basic metrics (sales per month, most frequently ordered) without any innovative elements. |