

Analytics Project Grading rubric

Phase 1: 20 (5 points for criteria 1, 2, 4, 5)

Phase 2: 25 (5 points maximum for each criterion)

Criteria	Poor (0 - 2)	Average (2 - 4)	Excellent (4 - 5)
1) Introduction & Background: a) Purpose, business problem description; b) Description of variables and outline of the statistical methods to be applied (descriptive statistics for Phase 1 and inferential methods for Phase 2)	a) Purpose unclear and the problem description vague; b) Description of variables and statistical methods incorrect or vague (as relevant to each Phase)	a) Purpose included but the problem description lacks clarity; b) Outline of variables and statistical methods adequate (1 error at most) but can be improved	a) Problem well-defined and covers the scope; b) Variable descriptions and statistical methods accurately and clearly outlined
2) Methodology: Application of the appropriate statistical methods and analyses (as relevant to each Phase)	Incorrect statistical method used and incorrect analysis (Does not meet)	Correct method used but some errors in intermediate steps of the analyses and calculations	Correct method used, correct steps followed, and correct final answers (meets expectations)
3) Decision-making: Interpretation of the results, conclusions, and final decision-making in the context of the business problem	Conclusion is incorrect and interpretation is incorrect or missing (does not meet)	Correct interpretation of results but the conclusions are not communicated properly in the business context (meets but can be improved)	Correct interpretation of results and conclusions in the context of the business problem (meets expectations)
4) Organization: Development, layout, flow and design	Points not sequential – hard to follow; layout incorrect; design is incorrect or messy	Points are sequential; layout is adequate; design and flow are adequate (meet but can be improved)	Points are well developed, layout is clean, and design is professional
5) Literacy: Paragraphs, grammar, punctuation, & word choice; Introduction & conclusion	Several misspellings; grammar and/or word usage errors are disruptive; does not include introduction or conclusion	Minor errors in spelling, grammar, punctuation, or word choice; introduction and/or conclusion are included	Not more than 1 or 2 errors overall ; effective introduction and conclusion

Note: Your grade for Phase 1 will be rescaled using the formula: $2 \times (\text{your grade}) / 20$ and your grade for Phase 2 will be rescaled using the formula: $8 \times (\text{your grade}) / 25$. For example, assume that you have 10 points out of 20 for Phase 1 and 20 points out of 25 for Phase 2. Then your actual grade for the analytics project will be $2 \times 10 / 20 + 8 \times 20 / 25 = 1 + 6.4 = 7.4$ points.