

## Rubric - DIGM 3325 Case Study Assignments:

This rubric will be used to assess the student's ability

1. to identify and make use of the key, required components of data mining tools
2. to utilize data mining tools to satisfy specific scenarios
3. to identify essential information then verbally and visually present it.

Criteria	Excellent - 21 to 25 points	Good - 11 to 20 points	Poor - 0 to 10 points	Total
<b>Organization and Professionalism</b>	<ul style="list-style-type: none"> <li>All Topics/questions are addressed, exceeding expectations</li> <li>The requested format has been followed or bettered</li> <li>The presentation is attractive and clear with appropriate, spelling, grammar, fonts, font sizes, graphics, etc.</li> <li>The proper file naming convention has been used</li> </ul>	<ul style="list-style-type: none"> <li>All Topics/questions are addressed, some poorly</li> <li>The requested format has been followed, mostly</li> <li>The presentation is clear, appropriate spelling, grammar, fonts, font sizes and graphics, are attempted but appear rushed or sloppy</li> <li>The proper file naming convention has been used</li> </ul>	<ul style="list-style-type: none"> <li>All issues are not addressed</li> <li>Presentation lacks logical flow of reasoning</li> <li>Style and format is difficult to reason or follow</li> </ul>	
<b>Demonstration of Analytical Skills</b>	<ul style="list-style-type: none"> <li>The identified tools have been used creatively, and there is evidence that they have been explored to discover all possible assets</li> <li>Multiple information sources, in addition to the highlighted tool, have been identified, utilized and validated</li> </ul>	<ul style="list-style-type: none"> <li>The identified tools are used</li> <li>Multiple information sources are identified and utilized</li> </ul>	<ul style="list-style-type: none"> <li>There is no evidence that the required tools are used</li> <li>No evidence of outside research, answers are only filling space on the page</li> </ul>	
<b>Goals Accomplishment</b>	<ul style="list-style-type: none"> <li>It is clear the goal of the question is understood, and the discovery and solutions addressed. Relevant information not directly requested is presented</li> <li>Solutions/objectives are met and go beyond expectations</li> </ul>	<ul style="list-style-type: none"> <li>It appears that the goal of the question is understood, the answer is shallow</li> <li>Solutions/objectives are met, the conclusions are broad and nonspecific to the client</li> </ul>	<ul style="list-style-type: none"> <li>The desired result is not understood and achieved, the information presented does not provide a solution or answer</li> <li>Objectives not met</li> </ul>	
<b>Client, Audience and Market</b>	<ul style="list-style-type: none"> <li>The market is defined, and solutions are focused on the appropriate needs.</li> <li>The audience/market is understood from all perspectives</li> <li>Appropriate images/charts/grafts provided and helpful</li> </ul>	<ul style="list-style-type: none"> <li>The market is adequately defined</li> <li>The audience/client is understood</li> <li>Support graphics are presented but not necessarily beneficial</li> </ul>	<ul style="list-style-type: none"> <li>The market is not defined</li> <li>The audience/client is not considered</li> <li>The information and visuals are not useful to the question</li> </ul>	
<b>Total Points</b>				