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| Level Points | Below Expectations  1.5 | Satisfactory  3 | Very good  4 | Excellent  5 |
| Data exploration:  *Scope* | Some discussion of the data is provided, but it is very limited and not particularly relevant to the primary task. | Considerable discussion of the data is provided. Much of it is relevant, but several key task-relevant aspects remain unaddressed. | Discussion is quite thorough, and clearly connected to the main project objectives. Some key task-relevant aspects remain unaddressed. | Discussion is very thorough. All aspects of the data that are relevant to the main project objectives are carefully addressed. |
| Data Exploration:  *Visualization* | Some data visualizations are shown, but they do not provide much insight into the data. Figures are not well tailored to the project tasks. | Data visualization provides some insight into the data. Many figures are not well tailored to the project tasks. | Fairly thorough data visualization is presented, providing considerable insight. The Figures are mostly well-tailored to the project tasks. | Figures and tables are highly insightful, and are carefully tailored to the project tasks. |
| Data Analysis: *Data processing* | There are several major issues with the data processing and variable handling. The issues invalidate one or more major components of the analysis. | Data processing is acceptable, but there are several significant issues with subsetting, handling of missing values, and/or categorical variables. | Data is largely properly processed. There are some issues, but the issues have only a minor impact on the interpretation or validity of the models/findings. | Data is carefully processed and subsetted in accordance with best-practices for each task. Missing values and categorical variables are handled appropriately. |
| Data Analysis:  *Methods* | Considerable issues in implementation or interpretation, AND/OR very few methods are considered AND/OR several chosen methods are inappropriate. | There are notable issues in implementation or interpretation. The methods chosen are OK, but better options could have been considered. | There are minor issues in implementation or in interpretation that have only limited impact on the findings AND/OR some potentially relevant methods aren’t used. | Methods are well motivated, correctly implemented, and, to the extent appropriate, span the range of methods discussed in class. |
| Data Analysis:  *Validation* | There were major issues in how the models were validated. | There are some issues with model validation, some of which may have resulted in misleading performance assessments. | There are minor issues with model validation, but the issues are unlikely to result in misleading performance assessments. | Cross-validation and/or held-out test sets are used in accordance with best practices to assess model performance. |
| Data Analysis:  *Performance metrics* | Performance metrics considered have little connection to the project objectives. | Performance metrics are reasonable, but ignore important costs and trade-offs that are central to the project objective. | Performance metrics are relevant to the project objectives, but may not entirely reflect the key costs and trade-offs in the problem. | Performance metrics are carefully tailored to the project objectives. |
| Findings:  *Objectives* | Project objectives are not met. One or more of the questions posed in the project description is not meaningfully addressed. | Several project objectives are met, and all questions posed in the project description are addressed in some meaningful way. | Project objectives are largely met, and the findings presented address almost all aspects of the questions posed in the project description. | All project objectives are fully met, and the findings presented clearly address every question posed in the project description. |
| Findings:  *Overall* | Client would have considerable concerns about whether the technical results are relevant for practice, and/or how to interpret the results. | Some findings are presented in terms that may be difficult for the client to understand. Client may be confused about what certain findings mean in practical terms, and/or whether they are relevant for practice. | Findings are presented largely in context-appropriate terms, but some gap remains between the findings and the practical problem context. Client may have minor concerns regarding relevance of findings. | Findings are clearly presented in context-appropriate terms with excellent supporting output. The client would likely be extremely pleased with the results. |

**Total score: xx / 40**

**Comments:**

Here are some comments about the report…