

Assessment Rubric for Data Warehousing & Data Mining Assessment 2.

STUDENT

GRADE

Criteria	Fail (0-29%)	Marginal Fail (30-39%)	Satisfactory (40-49%)	Good (50-59%)	Very Good (60-69%)	Excellent (70-84%)	Exceptional (85-100%)
Purpose and Practice of Data Mining (10%)	No explanation of data mining. No discussion of its application in business.	Weak explanation of data mining with little relevance to business applications.	Basic explanation of data mining with some relevance to business applications.	Clear explanation of data mining and its business applications.	Strong discussion of data mining with relevant business applications and examples.	Excellent explanation with insightful discussion of its business applications.	Exceptional discussion, showing deep understanding and innovative business applications.
Dataset Description and Exploration (15%)	No description of dataset attributes, instances, or missing values. No evidence of exploration.	Minimal dataset description with little exploration.	Basic dataset description with some exploration and visualisation.	Clear description of dataset attributes and structured exploration.	Strong dataset exploration with meaningful visualisations and insights.	Excellent dataset description with detailed visualisation and exploration.	Exceptional dataset exploration with innovative insights and thorough visualisation.
Pre-processing and Post-processing (25%)	No explanation of pre-processing or post-processing steps.	Weak explanation of preprocessing, missing key steps or justifications.	Basic description of preprocessing with some justification for applied techniques.	Clear description of preprocessing and post-processing with justified techniques.	Strong preprocessing and post-processing with well-structured justification and examples.	Excellent preprocessing and post-processing with insightful discussion and justification.	Exceptional preprocessing and post-processing, demonstrating a sophisticated approach.
Sample Runs and Analysis Methods (30%)	No sample runs or analysis methods provided.	Minimal discussion of analysis methods with weak justifications.	Basic description of sample runs and analysis with some justification.	Clear sample runs with appropriate analysis methods and logical justifications.	Strong sample runs and analysis with well-structured discussion and justification.	Excellent sample runs with deep analytical insights and thorough justifications.	Exceptional sample runs and innovative analytical methods with sophisticated insights.

Business Recommendations (10%)	No business recommendations provided.	Weak recommendations that lack justification or relevance.	Basic recommendations with some justification.	Clear and well-structured recommendations with relevant justification.	Strong recommendations with clear links to findings and business implications.	Excellent recommendations with well-justified business applications.	Exceptional recommendations demonstrating deep insight into business applications.
Reflective Commentary (10%)	No reflection on model accuracy, efficiency, or possible improvements.	Weak reflection with little analysis of advantages and disadvantages.	Basic reflection on model performance with some discussion on improvements.	Clear reflection with well-structured evaluation of performance and potential refinements.	Strong reflection with insightful discussion on improvements and challenges.	Excellent reflection with critical evaluation and strong awareness of model limitations.	Exceptional reflection demonstrating a deep understanding of accuracy, efficiency, and improvements.

Comments