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| QUESTION                              | EXCEPTIONAL<br>5                                                                                                | MERITORIOUS<br>4                                                                                                                     | COMPETENT<br>3                                                                                                                      | PASS<br>2                                                                          | FAIL<br>1               | NON-SUBMISSION |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------|----------------|
| Dataset description (5%)              | Identifies significant occurrences relating to temporal/geographical information; summarises highlights         | Identifies any significant occurrences relating to temporal/geographical information                                                 | Basic description with temporal and geographical information                                                                        | Basic description                                                                  | Incorrect or misleading | Missing        |
| Variation in sales and profits (20%)  | Discusses overall variation in terms of temporal, geographical and sector variations                            | Examines both overall and categorical figures; may consider variations in local markets                                              | Identifies significant seasonal variations in sales and profits; may consider categorical figures or local markets                  | Identifies annual variations in sales and profits                                  | Incorrect or misleading | Missing        |
| Significant and anomalous items (20%) | Thorough discussion of significant and anomalous items and their possible causes and consequences               | Identifies significant items AND anomalous items; considers their links to the rest of the data; considers possible and consequences | Identifies significant items OR anomalous items; considers their links to the rest of the data; may consider causes or consequences | Identifies significant items OR anomalous items; no discussion of their origin     | Incorrect or misleading | Missing        |
| Data mining (15%)                     | Detailed discussion of all three elements; basket analysis identifies associations of interest at product level | Discusses trends and forecasts for significant categories as well as overall sales and profits; categorical basket analysis          | Uses trends to create forecasts in overall sales and profits; may include basic categorical basket analysis                         | Identifies trends in overall sales and profits;                                    | Incorrect or misleading | Missing        |
| Business recommendations (15%)        | Full and detailed recommendations with multiple options                                                         | Discusses and justifies the recommendations                                                                                          | Several recommendations, clearly linked to the data                                                                                 | One or two obvious recommendations                                                 | Incorrect or misleading | Missing        |
| Graphics and illustrations (15%)      | All graphs are optimised for rapid comprehension, clear and well-labelled                                       | All graphs are appropriate, clear and well-labelled                                                                                  | All points illustrated; most labels and graph styles are appropriate                                                                | Appropriate graphics used to illustrate most points; most labelling is appropriate | Incorrect or misleading | Missing        |
| Report writing (10%)                  | Reads like a business report                                                                                    | Good use of signposting; generally good language use; spellchecked and grammar-checked                                               | Clear sectioning of content; requires spellchecking and/or grammar-checking                                                         | Basic use of introduction, body and conclusion; language is understandable         | No clear structure      | Missing        |

Looking at types and colours rather than categories and ~~the~~ subcategories is an unusual & approach but leads to some interesting insights.

Good market <sup>basket</sup> analysis

Some of the graphics chosen, e.g. the circle plot, are unsuitable