

Name

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Mark

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QUESTION	EXCEPTIONAL 5	MERITORIOUS 4	COMPETENT 3	PASS 2	FAIL 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

Excellent description of the dataset. Good identification of the field calculation for profit.

~~Good~~ ^{Excellent} coverage of sales and profits. Appropriate use of different types of graphics.

Thorough analysis of trends - excellent.

Forecasts can be generated at a quarterly or monthly level even though there isn't enough data to do yearly forecasts. Good explanation though.

Market basket analysis is good, although it would be easier to see the variations if you changed the colour spectrum to show more than browns.

✓ good linkage of recommendations to local conditions.

Good recommendations. You could also have done a SWOT analysis.

Overall, a very strong piece of work. Well done!