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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        |

## BIS Assignment 1

The dataset description is good, but could also include summary data.  
Excellent discussion of sales and profits - good consideration of categories etc,  
and identification of significant temporal events.

Good trend analysis. Market basket analysis shows the right diagram and  
has the strong pairings highlighted but needs more explanation.  
Identification of some possible causes via SWOT analysis (excellent idea to  
use SWOT).

Excellent recommendations - comparisons of individual countries is a  
good feature.

Well presented.

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