**Big Data Presentation Rubric**

**Product:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Poor Excellent**

**TERMS RESEARCH 1 2 3 4 5**

Accurately and precisely describes the researched product and its market.

Cites a variety of sources (not all from web search) used to import data.

Includes a variety of factors and variables relating to the product.

**DATA ANALYSIS**

Comments on scatter plots of related variable pairs with correlations.

Comments on other types of graphs of related variables (such as histogram, pie charts).

Comments on summary descriptive statistics of measured variables.

**RESULTS PRESENTATION**

Presentation is neat, creative, interesting and visually appealing.

Discusses how the data was obtained, citing sources.

Discusses how the data was analyzed and why the methods used were chosen.

Shows statistics on the data and explains their meaning / interpretation.

Provides logical interpretation of graphs.

Discusses findings and possible implications / uses.

**OVERALL EFFORT, PARTICIPATION and ENTHUSIASM**

Discussion contributions and attentiveness.

Focused search, analysis and summary.

**COMMENTS:**

**TOTAL SCORE \_\_\_\_\_ / 70**