SUNY Geneseo, Spring 2025, DANL 210-01 Rubric for the Project

Attribute	Very Deficient 1	Somewhat Deficient 2	Acceptable 3	Very Good 4	Outstanding 5
1. Quality of research questions	• Not stated, or very unclear • Entirely derivative • Anticipate no contribution	• Stated somewhat confusingly • Slightly interesting, but largely derivative • Anticipate minor contributions	• Stated explicitly • Somewhat interesting and creative • Anticipate limited contributions	• Stated explicitly and clearly • Clearly interesting and creative • Anticipate at least one good contribution	• Articulated very clearly • Highly interesting and creative • Anticipate several important contributions
2. Quality of data visualization	• Very poorly visualized • Unclear • Was unable to interpret figures	• Somewhat visualized • Somewhat unclear • Had difficulty in interpreting figures	• Mostly well visualized • Mostly clear visualization • Acceptably interpretable	• Well organized • Well thought-out visualization • Almost all figures are clearly interpretable	• Very well visualized • Outstanding visualization • All figures are clearly interpretable
3. Quality of exploratory data analysis	• Demonstrates little or no critical thinking • Demonstrates little or no understanding of data analytics concepts with Python	• Demonstrates rudimentary critical thinking • Demonstrates somewhat shaky understanding of data analytics concepts with Python	• Demonstrates average critical thinking • Demonstrates understanding of data analytics concepts with Python	• Demonstrates mature critical thinking • Demonstrates clear understanding of data analytics concepts with Python	• Demonstrates sophisticated critical thinking • Demonstrates superior understanding of data analytics concepts with Python
4. Quality of business/economic analysis	• Demonstrates little or no critical thinking • Demonstrates little or no understanding of **business/economic** concepts	• Demonstrates rudimentary critical thinking • Demonstrates somewhat shaky understanding of **business/economic** concepts	• Demonstrates average critical thinking • Demonstrates understanding of **business/economic** concepts	• Demonstrates mature critical thinking • Demonstrates clear understanding of **business/economic** concepts	• Demonstrates sophisticated critical thinking • Demonstrates superior understanding of **business/economic** concepts
5. Quality of writing	• Very poorly organized • Very difficult to read and understand • Teems with typos and grammatical errors	• Somewhat disorganized • Somewhat difficult to read and understand • Numerous typos and grammatical errors	• Mostly well organized • Mostly easy to read and understand • Some typos and grammatical errors	• Well organized • Easy to read and understand • Very few typos or grammatical errors	• Very well organized • Very easy to read and understand • No typos or grammatical errors
6. Quality of Jupyter Notebook/Quarto usages	• Very poorly organized • Teems with redundant messages of warning and/or error from running code chunks Provides inappropriate programming codes to produce figures/ DataFrames/results	• Somewhat disorganized • Numerous messages of warning and/or error from running code chunks • Misses some important programming codes to produce figures / DataFrames/ results	• Mostly well organized • Some messages of warning and/or error from running code chunks • Provides appropriate programming codes to produce figures / DataFrames/ results	• Well organized • Very few messages of warning and/or error from running code chunks • Provides advanced programming codes to produce figures / DataFrames/ results	• Very well organized • No messages of warning and/or error from running code chunks • Proposes highly advanced programming codes to produce figures / DataFrames/ results