

Marking Criteria MKTG 8005, ASI 3, Data analysis and reporting			Students Name		Student ID
Assessor:			Mark: /35		
Report content	High Distinction 85%-100%	Distinction 75%-84%	Credit 65%-74%	Pass 50%-64%	Fail 0-49
Preliminary analysis and interpretation (30%)	All descriptive analysis is presented. All graphs to demonstrate descriptive analysis are presented. All required primary analysis is provided and clearly demonstrated in tables.	Most of the descriptive analysis is presented. Most of the graphs to demonstrate descriptive analysis are presented. Most of required primary analysis is provided and clearly demonstrated in tables.	Some of the descriptive analysis is presented. Some of the graphs to demonstrate descriptive analysis are presented. Some of the required primary analysis is provided and demonstrated in tables.	Very few descriptive analysis are presented. Very few graphs to demonstrate descriptive analysis are presented. Very few required primary analysis is provided and demonstrated in tables.	Descriptive analysis is presented incorrectly. Graphs to demonstrate descriptive analysis are used and presented wrongly. Most of required primary analysis is missed.
Hypothesis testing and interpretation (25%)	All statistical methods to test the hypothesis are correctly identified and used. All results are clearly labelled and clearly presented in tables.	Most of the statistical methods to test hypotheses are correctly identified and used. Most of the results are clearly labelled and clearly presented in tables.	Some of the statistical methods to test hypotheses are correctly identified and used. Some of the results are clearly labelled and clearly presented in tables.	Very few statistical methods to test hypotheses are correctly identified and used. Very few results are clearly labelled and clearly presented in tables.	Misapplied the analysis or used the wrong method or test; failed to report at least two major steps. Presented confusing results with incomplete tables or no results at all.
Managerial implications (25%)	All of the results of the primary analysis are correctly interpreted. All of the results of hypotheses testing are correctly interpreted. Based on the interpretation of results, some recommendations for the company are presented.	Most of the results of the primary analysis are correctly interpreted. Most of the results of hypotheses testing are correctly interpreted. Based on the interpretation of results, some recommendations for the company are presented.	Some of the results of the primary analysis are correctly interpreted. Some of the results of hypotheses testing are correctly interpreted. Based on the interpretation of results, a few recommendations for the company are presented.	A few of the results of the primary analysis are correctly interpreted. A few of the results of hypotheses testing are correctly interpreted. Based on the interpretation of results, a couple of recommendations for the company are presented.	Hardly results for the primary analysis are correctly interpreted. Hardly results for hypotheses testing are correctly interpreted. No recommendations for the company are presented.
Attention to detail (10%)	Very good attention paid to the analysis.	Good attention to details paid to the analysis.	Some attention to details paid to the analysis.	A little attention to details paid to the analysis.	No attention to details paid to the analysis.

Academic writing (10%)	Writing is very well clear, concise, and very smooth-flowing. Exhibits and Facts are very clearly presented in support of claims. Logical structure and well-developed report in discipline specific academic language. No grammatical and punctuation errors.	Writing is very clear, concise, smooth-flowing. Exhibits and Facts are clearly presented in support of claims. Logical structure and a coherent, concise well-developed report in discipline specific academic language. Very little grammatical and punctuation errors.	Writing is clear, concise, some break down in flow. Exhibits and Facts are not well presented in support of claims. Discipline-specific in academic language is used. Very little grammatical and punctuation errors.	Reasonably organised report presented in discipline-specific academic language some grammatical and punctuation errors.	The report is partially organised and sometimes coherent. Some discipline-specific academic language.
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Assessment 3: Data analysis and reporting

Due: 11:55 pm, Friday, Week 13

Value 35 marks

This assessment intends to elevate your ability to make sense of data and solve marketing problems and support marketing decision making. You have to work individually and prepare a comprehensive report on the findings of your data analysis, interpret the results, and suggest some solutions that resolve identified marketing problems. You have to identify and apply appropriate analytical strategies to address a set of research questions (or problems) a manager of a firm (here the lecturer) has developed. The data for this task will be supplied by the lecturer. **The word length for the “data analysis and report” is 2000 words +/- 10%.** You are required to present your data analysis and report in a manner suitable to those who do not have a background in statistics. **You should submit your analysis and report via Turnitin on iLearn by 11:55 pm, Friday, Week 13.**

You are not required to submit a hard copy of the report.

No extensions will be granted. There will be a deduction of 10% of the total marks awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved.

How to report analysis results?

- Demographic analysis
- Preliminary analysis: You have to get the data ready for analysis. This process includes cleaning dataset and addressing missing data. You have to including the following tests in data analysis procedure and clearly present them in tables.
 - Normality for constructs
 - Standard deviation and mean for all constructs (you just report the results of SD and Mean for constructs)
 - Correlation table
 - All reliability and validity test,
 - Factor loadings,
 - AVE

- Hypotheses testing: You have to run the regression, a test of differences, or any other tests that address the hypothesised relationship (based on your hypothesis) and clearly present those results in tables. These results include not restricted to the following:
 - R^2 and changes in R^2 , Fisher test of significance
 - T-value,
 - P-value,
 - Chi-Square, etc.
- Managerial implication of finding: Based on the result you get from SPSS, you have to interpret the result and say what those results mean. For example, if your hypothesis is supported or not. What is the meaning of standard deviation, mean, correlation, etc. What implication demographic analysis would have. You also have to say what your results mean for a manager and how a manager can use the result, what suggestions you may have for a manager to improve their marketing strategies, and what they may achieve if they follow your instruction.

Important notes:

All necessary tables (i.e., preliminary analysis, correlation tables, regression tables) and figures, charts, graphs (i.e., demographics related charts) should be designed properly and located in the main text. If these necessary parts are moved to appendixes, they will not be reviewed and consequently, you would lose the related mark for these materials.

All tables must be editable. If you use picture/image to show tables, you lose mark because these tables have word count implications.

You have to include all of the SPSS output as an appendix to the report. **Only SPSS outputs appear in appendixes.**

The reference list and these appendixes are not included in the word count.