

DAT 320 Milestone One: Life Cycle Approach and Planning Rubric

In Milestone One, you will submit a draft of the first three sections of Part I of the final project: Introduction, Life Cycle Approach, and Planning. The rubric below will be used for grading and to provide feedback on your draft. The rubric below consists for the relevant sections of the final project rubric for this milestone. Your draft will be graded at a low-stakes point value to provide you the opportunity implement feedback and make necessary revisions before submitting a final draft.

I. Plan:

a) Introduction

- i. Provide a **general background** of your organization and organizational environment, and explain the forecasting **business problems you need to address**.
- ii. What goals will drive your analysis plan? In other words, what **goals** do you need to meet in order to solve the business problems and why? Be sure to frame these goals in a manner that will facilitate use in solving the business problem (e.g., measurability, attainability, etc.).

b) Life Cycle Approach: **Illustrate the various steps** of the data analysis life cycle that will lead to solving the business problem. How appropriate is this approach for the organizational environment? How will implementation of your life cycle approach align with the business and its goals?

Note: You will be attending only to steps 2–5 for this project.

c) Planning:

- i. What do you need to consider before you begin preparing your data? What audience, user, technology, and purpose **considerations** are important before you begin data assessment and enrichment? Why would you consider the target audience in building the data analytic solution?
- ii. What **data standards** are in place? To what standards does the data need to align in order to be valuable for solving the business problem at hand?

Rubric

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
General Background	Meets “Proficient” criteria, and the background is framed as a comprehensive introduction to the approach to solving the business problem	Background of organization and environment is accurate and contextualized in terms of the business problems	Background is not completely accurate or is not contextualized in terms of the business problems	Does not provide a background of the organization and environment	40
Goals	Meets “Proficient” criteria, and the goals evidence insight into measurability and attainability standards of useful goals for solving problems	Identifies the appropriate business goals that will drive the analysis plan and explains their relevance for the forecasting problems at hand	Identifies business goals that will drive the analysis plan, but the goals are not contextualized in terms of the forecasting problems at hand	Does not identify business goals that will drive the analysis plan	15

Life Cycle Illustration and Application	Meets “Proficient” criteria and provides detailed description of goals needed for solving the business problem in terms of the organizational environment	Accurately illustrates the various steps of the data analysis life cycle in terms of how they will be used to solve the business problem	Illustrates the steps of the life cycle but with gaps in accuracy regarding application to this particular business problem	Does not illustrate the steps of the life cycle	15
Considerations	Meets “Proficient” criteria, and explanation of considerations shows keen insight into the requirements of successful data preparation within the greater context of an organization	Accurately explains important user, audience, and organizational considerations in preparing data for successful analytics reporting	Identifies important user, audience, and organizational considerations, but the considerations are not explained accurately in terms of their necessity for successful data preparation	Does not identify important considerations for data preparation	15
Data Standards	Meets “Proficient” criteria and identifies standards that should be in place for this particular data problem	Explains the data standards from the industry and organization that are in place	Identifies the data standards from the industry and organization that are in place, but does not explain them	Does not identify the data standards that are in place	15
Earned Total					100%