

### DAT 320 Milestone Three: Technology and Visualization

In Milestone Three, you will submit a draft of Section F, Technology and Visualization, for your final project. The rubric below will be used for grading and to provide feedback on your draft. The rubric below consists of the relevant sections of the Final Product 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.

f) Technology and Visualization

- i. What **data analytic technology** will be used in solving the business problem and presenting the results to your audience? Defend the use of these technologies with examples and evidence of the use and appropriateness for the stated business problems.
- ii. What **visualization options** will be applied to your solution? Why did you choose to present the data in this manner? What was the business reason for using your selected visualization option? Explain how the visualization addressed your intended message.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
<b>Analytic Technology</b>	Meets “Proficient” criteria, and justifications include valid professional and scholarly sources of evidence that align to the organization context	Justifies the given data analytic technology for presenting results with relevant examples	Discusses the given data analytic technology for presenting results, but does not justify the selections with relevant examples	Does not discuss the given data analytic technology to use for presenting results	50
<b>Visualization Options</b>	Meets “Proficient” criteria and provides detailed evidence of effectiveness of the visualization options	Defends the visualization options that were selected in terms of the appropriateness for the audience and the problem at hand	Explains the visualization options that were chosen, but does not defend the visualization options in terms of their appropriateness for the audience and business problem	Does not explain the visualization options chosen	50
<b>Earned Total</b>					<b>100%</b>