

DAT 320 Milestone Two: Preparing Data for Data Analytics

In Milestone Two, you will submit a draft of Section D, Preparing Data for Data Analytics, and Section E, the model 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.

- d) Preparing Data for Data Analytics: Assess the available data to determine if you have enough to begin planning your analysis strategy. Be sure to explain the steps you will take to determine any **gaps** that are identified and how they could impact analysis.
- e) Model (*NOTE: You will be using a relational model for your analysis*)
- Explain the use of a **relational model**, including the benefits and limitations of using such a model in solving this forecasting problem. Be sure to consider how the relational model fits with the available data.
 - What **forecasting techniques** will you apply, and why are they appropriate for the business problem? Why did you choose these techniques for solving your business problems?
 - What will have to be done to **position data** from multiple data sources into a **relational model**?
 - What are the **key phases for building** the data analytic solution, and how do they relate to the data analysis life cycle approach you took?
 - How will you build your data analytic application? What **established data analytic strategies** will you incorporate?

Rubric

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Gaps	Meets “Proficient” criteria and provides robust details that describe the gaps and their possible sources	Assesses the available data in correlation with the established data standards to determine gaps	Analyzes the available data to determine gaps, but does not complete a full assessment in correlation with the established standards	Does not analyze the available data to determine gaps	16
Relational Model	Meets “Proficient” criteria, and assessment is appropriately contextualized to the given problem and environment	Logically assesses the benefits and limitations of using a relational model	Discusses the benefits OR limitations of using a relational model, but does not logically assess each	Does not discuss the benefits OR limitations of using a relational model	16
Forecasting Techniques	Meets “Proficient” criteria, and explanation acts as a defense of selection	Identifies what forecasting techniques are available and explains which forecasting techniques best support the business objective	Identifies what forecasting techniques are available, but defines forecasting techniques that are not appropriate for supporting the business objective	Does not identify available forecasting techniques	20
Relational Model	Meets “Proficient” criteria and	Accurately describes the	Explains the process of building	Does not explain the process	16

Positioning	provides robust details of design supporting the process of building data into the relational model	process to build data from original sources into the relational model	data from original sources into the relational model, but lacks necessary detail	of building data in a relational data model	
Key Building Phases	Meets “Proficient” criteria and identifies key phases for building the analytics solution with detailed examples supporting each phase	Accurately explains the key phases for building the data analytics solution	Key phases for building the data analytics solution are not completely explained	No key phases are explained for building the data analytic solution	16
Established Strategies	Meets “Proficient” criteria and provides detailed supporting strategies used on how the data analytics application was constructed	Describes how the data analytics application was constructed and applies what established strategies were used in the application	Data analytics application does not completely define what established strategies were used in constructing the application	No established strategies were identified in constructing the application	16
Earned Total					100%