

DAT 210 Final Project Guidelines and Rubric

Overview

The final project for this course is the creation of a recommendation report that is specifically catered to a given audience. The purpose of this project is to showcase your understanding of foundational data concepts.

The project includes **five milestones**, submitted in **Modules One, Three, Four, Five, and Six**. The final project is submitted in **Module Seven**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Analyze the concepts of data analysis and apply them to foundational business processes
- Develop sound research questions around identified issues that allow for the creation of successful solutions
- Identify possible solutions to business problems by applying appropriate data sources to research questions
- Determine the applicability and reliability of data sources for problem-oriented research questions
- Recommend the tools and techniques of data retrieval, cleansing, and manipulation of data needed for various business problems effectively to various audiences
- Analyze the relevant regulations concerning the retrieval and usage of data in various industries

Prompt

The Scenario: Running for Glory (RfG) is a one-site running-centric fitness store in Seattle, WA. Seattle has been a center of running enthusiasts for over 40 years, with many stores catering to a wide variety of customers. However, in the past 20 years, most of the stores have expanded to include other sports and have lost their focus on the running trade. Running for Glory has stayed true to its running history and has developed an extremely loyal, almost fanatical customer base. However, the company has not kept abreast of the advances in technology, so it does not know much about its customers other than what its cash registers tell. It can produce basic sales data from its cash register systems, and it can manage inventory records with the help of its suppliers, but RfG cannot analyze trends in customer demographics, develop strategic plans for expansion, or engage in serious discussion with its suppliers concerning the viability of sourcing new products or eliminating any existing ones.

One of the Running for Glory partners is convinced that the company should expand to the farther suburbs, where many younger people are locating. This partner believes that RfG's future lies in attracting new, younger customers in these farther suburbs, but without any demographic data, the four partners have only their instincts to use in making any decisions.

RfG management, including executive partners, has decided to hire a consulting company to analyze the company's situation and develop a report. You have been selected as a consultant for this project.

Final Written Report (Due in Module Seven): Given the scenario detailed in the overview, write a recommendation report that is specifically catered to your audience. You will be scored on how effectively you have designed your report towards your audience. A template has been provided in the Start Here area of the course.

The following **critical elements** must be addressed:

1. Introduction:

- a. Analyze the situation facing the client and explain what problem(s) need to be addressed in your recommendation. What business processes are affected by this problem or will be affected by a solution?
- b. Develop sound research questions from your situation and problem analysis that can be used in the creation of solutions to your client's problems.

2. Data Evaluation:

- a. Explain the sources and types of data; detail which sources are not currently available.
- b. How applicable is the available data to your research questions? How useful is this data in meeting the needs of your client?
- c. Assess the reliability and quality of the available data. Consider such things as how well the client has maintained the data, how concise/specific the data is, and so forth.
- d. What are the regulations around retrieval of data for this industry? Will any of these regulations limit what you can do for your client? How?

3. Data Processing Steps:

- a. Outline the recommended steps for your audience, explaining how and when each would occur.
- b. Explain each step's importance; how will these steps allow the data to be used to answer your research questions and meet client needs?
- c. How will you ensure the integrity of the data as you process it? Are there regulations that limit your usage and manipulations?

4. Data Analysis:

- a. What major concepts of data analysis from this course can you apply to this case? How do these concepts fit? Are there adjustments that need to be made in order to apply them to the foundational business processes of your client?
- b. Identify possible solutions for your client. What tools, methods, and strategies would you incorporate using the available data resources?

5. Audience Attention: Be sure to write your report in a way that clearly communicates the intent to the given audience and effectively portrays your recommendations.

Milestones

Milestone One

Milestone One will be completed in **Module One** and will serve as an introduction to the final project. Based on the scenario provided, analyze the situation facing Running for Glory and explain what problem(s) need to be addressed in your recommendation. What business processes are affected by this problem or will be affected by a solution?

Write a 1–2-page response (4 paragraphs) using the following headings for each section:

- Situation Analysis
- Problem Identification

- Business Processes Affected
- Conclusion

This milestone is graded with the Milestone One Rubric.

Milestone Two

Milestone Two will be completed in **Module Three**. Milestone Two is centered on formulating sound research questions and evaluating data sources. From your assessment in Milestone One of the business problem/opportunity faced by Running for Glory, develop sound research questions that can be used in the creation of solutions to your client's issues. There might be existing data available as well as data you might want to gather for your analysis. Develop a list of sources and types of data that you could use. Which are available now? Which are not? **This milestone is graded with the Milestone Two Rubric.**

Milestone Three

Building on the work in Milestone Two, we will evaluate our types and sources of data in **Module Four**. In Milestone Two, you identified sources of data, some which were available and some which were not. Evaluate that data now in terms of the following:

- a) How applicable is the available data to your research questions?
- b) How useful is this data in meeting the needs of RfG?
- c) Assess the reliability and quality of the available data. Consider such things as how well the client has maintained the data, if you are using existing data, how concise/specific the data is, and so forth.
- d) What are the regulations around retrieval of data for this industry? Will any of these regulations limit what you can do for your client? How? Are there other limitations?

This milestone is graded with the Milestone Three Rubric.

Milestone Four

In **Module Five**, define the data processing steps for your research. Once you collect the data for the RfG project, what steps will you use to process that data? Why will you use the system you identified? Why is each step important? How will the process you use allow the data to be used to answer the research questions and meet the client needs?

How will you ensure the integrity of the data as you process it? Are there regulations that limit your usage and manipulations? **This milestone is graded with the Milestone Four Rubric.**

Milestone Five

In **Module Six**, you will identify data analysis tools for the RfG project and relate these methods to your selected data resources. Consider the following questions:

- What tools would you like to use to analyze the data for the RfG project?

- What adjustments need to be made in order to apply them to the foundational business processes?
- What tools, methods, and strategies would you incorporate using the available data resources?

This milestone is graded with the Final Project Milestone Five: Milestone Five Rubric.

Final Submission

In **Module Seven**, submit your final report. Be sure to write your report in a way that clearly communicates the intent to the given audience (the company’s partners) and affectively portrays your recommendations. **This submission is graded with the Final Project Rubric.**

Final Project Rubric

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Situation and Problem Analysis	Meets “Proficient” criteria and develops relationship between specific situation and problems and makes direct, detailed, and relevant connections to business processes affected	Accurately analyzes and explains the situation and problem(s) facing the client in terms of their business processes	Analyzes and explains the situation and problem(s) facing the client in terms of their business processes, but not all claims are accurate	Does not analyze and explain the situation and problem(s) facing the client in terms of their business processes	7
Research Questions	Meets “Proficient” criteria, and research questions are precise and appropriate in complexity for the problem at hand	Develops sound research questions from the situation and problem analysis for use in the creation of solutions	Develops research questions from the situation and problem analysis for use in the creation of solutions, but not all research questions are sound	Does not develop research questions from the situation and problem analysis for use in the creation of solutions	15
Data Types and Sources	Meets “Proficient” criteria and makes specific, relevant connections to how these impact the research questions	Accurately details the types and sources of data and whether they are available	Details the types and sources of data and whether they are available	Does not detail the types and sources of data and whether they are available	5
Data Applicability	Meets “Proficient” criteria, and assessment is valid and reliable given the specifics of the scenario	Logically assesses the applicability of data to the research questions and the overall needs of the client	Assesses the applicability of data to the research questions and the overall needs of the client, but not all claims are logical	Does not assess the applicability of data to the research questions and the overall needs of the client	5
Data Quality and Reliability	Meets “Proficient” criteria and cites specific examples of how the reliability and quality of available data will help the business processes affected by the problem	Accurately assesses the reliability and quality of the available data	Assesses the reliability and quality of the available data, but not all claims are accurate	Does not assess the reliability and quality of the available data	5

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Data Retrieval Regulations	Meets “Proficient” criteria and illustrates how data retrieval regulations relate to the chosen data types and sources	Accurately cites and explains regulations on data retrieval that apply to the client	Cites and explains regulations on data retrieval that apply to the client, but not all citations and explanations are accurate	Does not cite and explain regulations on data retrieval that apply to the client	7
Step Outline	Meets “Proficient” criteria, and explanation of how and when each step should occur is developed around the scaffolding needs of developing data, so each step builds on each other	Logically outlines the steps of data processing by explaining how and when each step should occur	Outlines the steps of data processing by explaining how and when each step should occur, but not all steps are logical	Does not outline the steps of data processing by explaining how and when each step should occur	4
Step Importance	Meets “Proficient” criteria and defines the impact of each step on the business processes that are affected by the situation and problem addressed in the research question	Accurately evaluates each step for its importance in meeting the research questions	Evaluates each step for its importance in meeting the research questions, but not all claims are accurate	Does not evaluate each step for its importance in meeting the research questions	5
Usage Regulations	Meets “Proficient” criteria and gives a detailed explanation of how the integrity of the data will relate to the interpretation of the results in the context of each data type and source	Cites applicable regulations on the use and manipulation of data and logically explains how the integrity of the data will be maintained in consideration of the regulations	Cites applicable regulations on the use and manipulation of data and explains how the integrity of the data will be maintained in consideration of the regulations, but not all claims are logical	Does not cite applicable regulations on the use and manipulation of data or logically explain how the integrity of the data will be maintained in consideration of the regulations	8
Analysis Concepts	Meets “Proficient” criteria, and the applications and adjustments are transparently cited and explained	Applies and adjusts relevant data analysis concepts to the situation when appropriate	Applies and adjusts relevant data analysis concepts to the situation, but not all applications and adjustments are appropriate	Does not apply and adjust relevant data analysis concepts to the situation	8
Recommended Solutions	Meets “Proficient” criteria and provides detailed insight into future research and how this will help to solve clients’ business problems using the chosen data types and sources	Logically determines recommended tools, methods, and strategies to solve the clients’ business problems using the available data resources	Determines recommended methods and strategies to solve the clients’ business problems using the available data resources, but not all claims are logical	Does not determine recommended methods and strategies to solve the clients’ business problems using the available data resources	15
Audience Attention	Meets “Proficient” criteria, and report is entirely and seamlessly catered to the audience needs, with no gaps in audience attention	Report effectively communicates the intent and recommendations for the specific audience	Report communicates the intent and recommendations for the specific audience, but not all aspects are communicated effectively	Report does not communicate the intent and recommendations for the specific audience	6

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Articulation of Response	Submission is free of errors related to grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to grammar, spelling, syntax, or organization	Submission has major errors related to grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Earned Total					100%