

DAT 210 Final Project Milestone Three Guidelines and Rubric

Overview

In Module Three, students identified sources of data, some of which were available and some of which were not. For Milestone Three, students will summarize an initial analysis of the data sources they found. Students will write a 1–2-page short paper that demonstrates an understanding of the application, relevance, quality, and limitation of the data sources they selected.

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.

Assignment

Using the data sources you identified in Module Three, write a 1–2-page paper that summarizes an initial analysis of your data sources. Students are expected to write 1–2 paragraphs analyzing each of the data sources for these critical elements:

Application

- How applicable is the available data to your research questions?

Relevance

- How useful is this data in meeting the needs of RfG?

Quality

- 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.

Limitations

- 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?

Rubric

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Application	Cites specific examples of applications of data sources to document a clear and concise summary of the applications of every data source identified	Cites examples from data sources selected and provides the correct applications of those data sources	Cited examples are not all applicable to the research question OR the explanation of the application is not provided	Application of cited examples is not provided	25
Quality	Provides correct, complete identification of all quality and reliability issues for all data sources	All data sources analyzed for quality and reliability	Inaccurate or incomplete analysis of the quality and reliability of the data OR not all data sources analyzed for quality and reliability	Aspects of quality and reliability of the data are not identified	25
Relevance	Provides correct, complete, specific analysis of relevance for all data sources and makes in-depth connections to research objectives	All data sources analyzed for relevance	Inaccurate or incomplete analysis of relevance of data; not all data sources analyzed for relevance	Does not identify any aspects of relevance of the data	10
Limitations	Provides comprehensive identification of all limitations and regulations for all data sources	All data sources analyzed for limitations and regulations	Inaccurate or incomplete analysis of the limitation or regulations associated with the data; not all data sources analyzed for limitations	Does not identify any limitations or regulations associated with data	15
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	25
Earned Total					100%