

**Module: Artificial Intelligence: Predictive Modelling in Business**  
**Assessment: Final Project: Build a predictive model (100%)**

	100-80%	79-70%	69-60%	59-50%	49-40%	39-30%	29-0%
	The work produced is exceptional in most/all aspects, substantially exceeding expectations for this level	The work produced is of excellent quality, exceeding expectations for this level in many aspects.	The work produced meets all of the intended learning outcomes and exceeds the threshold expectations for this level in several of them	The work produced meets all of the intended learning outcomes and exceeds the threshold expectations for this level in some of them.	The work produced meets all of the intended learning outcomes at, but rarely exceeding the threshold expectations for this level.	The work produced fails to meet all of the intended learning outcomes and is marginally inadequate for this level.	The work produced fails to meet all of the intended learning outcomes and is inadequate for this level.
<b>Data cleaning (30%)</b>  The performance demonstrates an understanding of the input data and this data is properly cleaned and clustered for the given case.	The work produced demonstrates an excellent understanding and skills in the definition of the data cleaning and clustering processes.	The work produced demonstrates a very good understanding and skills in the definition of the data cleaning and clustering processes.	The work produced demonstrates a good understanding and skills in the definition of the data cleaning and clustering processes.	The work produced demonstrates an appropriate understanding and skills in the definition of the data cleaning and clustering processes.	The work produced demonstrates a sufficient understanding and skills in the definition of the data cleaning and clustering processes.	The work produced demonstrates an insufficient understanding and skills in the definition of the data cleaning and clustering processes.	The work produced demonstrates a lack of understanding and skills in the definition of the data cleaning and clustering processes.
<b>Predictive algorithms (40%)</b>  The performance demonstrates an understanding of the used predictive algorithms and the skills required to properly configure them and apply them to the given case.	The performance demonstrates an excellent understanding of the used predictive algorithms and the skills required to properly configure them and apply them to the given case.	The performance demonstrates a very good understanding of the used predictive algorithms and the skills required to properly configure them and apply them to the given case.	The performance demonstrates a good understanding of the used predictive algorithms and the skills required to properly configure them and apply them to the given case.	The performance demonstrates an appropriate understanding of the used predictive algorithms and the skills required to properly configure them and apply them to the given case.	The performance demonstrates a sufficient understanding of the used predictive algorithms and the skills required to properly configure them and apply them to the given case.	The performance demonstrates an insufficient understanding of the used predictive algorithms and the skills required to properly configure them and apply them to the given case.	The performance demonstrates a lack of understanding of the used predictive algorithms and the skills required to properly configure them and apply them to the given case.
<b>Graphics and Conclusions (30%)</b>  The solution includes all the meaningful graphics that will help the user to make the final conclusions, together with a proper conclusion and possible further improvements for the given case.	The performance demonstrates excellent skills in the inclusion of relevant graphics, the extraction of conclusions and inclusion of possible further improvements for the given case.	The performance demonstrates very good skills in the inclusion of relevant graphics, the extraction of conclusions and inclusion of possible further improvements for the given case.	The performance demonstrates good skills in the inclusion of relevant graphics, the extraction of conclusions and inclusion of possible further improvements for the given case.	The performance demonstrates appropriate skills in the inclusion of relevant graphics, the extraction of conclusions and inclusion of possible further improvements for the given case.	The performance demonstrates sufficient skills in the inclusion of relevant graphics, the extraction of conclusions and inclusion of possible further improvements for the given case.	The performance demonstrates insufficient skills in the inclusion of relevant graphics, the extraction of conclusions and inclusion of possible further improvements for the given case.	The performance demonstrates a lack of skills in the inclusion of relevant graphics, the extraction of conclusions and inclusion of possible further improvements for the given case.