***Data Analytics Challenge Evaluation Rubric***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Clarity (how well the graphic stands on its own without additional explanation)** | | | | | | |
| 1 | 3 | 5 |  |  |  |  |
| Poor | Good | Excellent |  |  |  |  |
|  |  |  |  |  |  |  |
| **Novelty/creativity (originality of thought; surprising way of approaching the data)** | | | | | | |
| 1 | 3 | 5 |  |  |  |  |
| Poor | Good | Excellent |  |  |  |  |
|  |  |  |  |  |  |  |
| **Provides meaningful insight into the data** | | | |  |  |  |
| 1 | 3 | 5 |  |  |  |  |
| Poor | Good | Excellent |  |  |  |  |
|  |  |  |  |  |  |  |
| **Integration of multiple data sets to yield new insights.** | | | | |  |  |
| 1 | 3 | 5 |  |  |  |  |
| Poor | Good | Excellent |  |  |  |  |
|  |  |  |  |  |  |  |
| **Utility of the visualization in aiding decision making** | | | | |  |  |
| 1 | 3 | 5 |  |  |  |  |
| Poor | Good | Excellent |  |  |  |  |

20-25 Pass-high

10-19 Pass

<10 Fail