

# Proposal Presentation Rubric (Group)

Group Number:

Members:

- 1.
- 2.
- 3.
- 4.

Proposal Components	%	Grade			
		Excellent (90-100%)	Good (70-89%)	Satisfactory (50-69%)	Needs Improvement (below 50%)
<b>Problem Motivation</b> Clearly articulate the significance and interest of the problem	10	The <b>significance and interest</b> of the problem are compellingly articulated, with clear context and relevance.	The problem is adequately described, with <b>reasonable context and relevance</b> .	The <b>problem is mentioned</b> but lacks detailed context or relevance	The problem is <b>poorly articulated or irrelevant</b>
<b>Justification for Analytics</b> Demonstrate why a prescriptive analytics approach is necessary for the problem	20	<b>Strong, well-supported argument</b> for the necessity of a prescriptive analytics approach.	<b>Reasonable justification</b> provided for using prescriptive analytics.	<b>Basic</b> justification is attempted but <b>lacks depth or clarity</b> .	<b>Little to no justification</b> or understanding of the need for analytics.
<b>Model Components Identification</b> Define the key components of the model, including decision variables, the objective function, and constraints	20	Decision variables, objective function, and constraints are <b>thoroughly identified and defined</b> .	Components are identified with <b>minor omissions or lack of clarity</b> .	Components are identified but with <b>significant omissions or errors</b> .	Key components are <b>missing or incorrectly defined</b> .
<b>Data Strategy</b> Outline potential data sources and describe necessary preprocessing steps	10	<b>Comprehensive</b> identification of data sources and <b>detailed</b> preprocessing steps.	<b>Adequate</b> identification of data sources and <b>general</b> preprocessing steps.	<b>Basic mention</b> of data sources or preprocessing with <b>several omissions</b> .	<b>Inadequate or incorrect</b> data strategy.
<b>Benchmarking</b> Establish a baseline solution for comparing the effectiveness of the proposed model	10	<b>Establishes a clear, relevant</b> baseline for comparison and demonstrates a <b>deep understanding</b> of its importance.	<b>Adequately</b> establishes a baseline but with <b>less clarity or relevance</b> .	<b>Attempts</b> to establish a baseline but <b>lacks clarity</b> or relevance.	Baseline is <b>missing or inappropriate</b> .
<b>Insights and Implementation</b> Specify the expected results, managerial insights, and practical steps for operationalizing the solution	20	Anticipated results and managerial insights are <b>clearly defined</b> and include <b>detailed steps for operationalization</b> .	<b>Reasonably</b> anticipated results and insights with <b>general</b> operationalization steps.	Anticipated results and insights are <b>mentioned</b> but <b>lack detail or practical</b> implementation steps.	<b>Little to no discussion of results</b> , insights, or implementation.