

Scoring

50

93

Introduction

Inaccurate; insufficient

accurate statement of
client questions, objec-
tives, and/or variables

Exploratory Data Analysis

Difficult to read; fails to
provide insightaesthetically pleasing; pro-
vides insight into the data

Methods

overly technical or miss-
ing/vague; no citationspitched at the appropriate
level; sufficient detail; ap-
propriate citations

Results

Presented unattractively
and/or incorrectlyconnects to the clients' ob-
jectives; correct

Conclusions

Stated in jargon; incorrect

stated in terms under-
standable to the client; cor-
rect

Organization

awkward and unnatural;
unattractive

flows well and sensibly

Language and Mechanics

Frequent/serious gram-
mar/spelling issues; use of
terms incorrectly; writing
needs improvementfew problems with gram-
mar/spelling/language;
terms typically used cor-
rectly; writing is well-done
overall