

Grading rubric for assignment III on web analytics

Element	Excellent	Good	Average	Poor
Description of problem and setting goals for the analysis	Comprehensively describes the organization and the exact goals and features of the website.	Describes the organization comprehensively but gives a terse description of the features of the site. (-5 Points)	Very terse description of both the organization and its site. (-10 Points)	The description is completely missing. (-20 Points)
Nature of analysis, findings and interpretations	Comprehensive analysis of the website using google analytics tool widgets. Digs deep enough to explore various properties of the users and their behavior. The analyses performed are commensurate with the questions listed and in line with the goals stated.	The analyses performed are commensurate with the questions that are being answered. But inadequate analysis of user behavior, traffic or either of the 5 W (i.e., what, who, why, where, when) (-5 Points)	There is a mismatch between the questions asked and the analyses performed. (-10 Points)	<ul style="list-style-type: none"> • Analysis does not use google analytics tool • Analysis is not in line with lecture content (-20 Points)
Conclusions and recommendations	The recommendations provided are in line with the findings. There is a recommendation for each and every aspect of findings from the analyses.	The recommendations provided are in line with the findings. However certain aspects of the findings are missing. (-5 Points)	<ul style="list-style-type: none"> • There is a mismatch between recommendations and the findings. • The recommendations are too general. • Too few recommendations. (-10 Points) 	Recommendations are completely missing. (-20 Points)
Communication of analysis through report and slides	Report as well as slides are professional, explaining every aspect of the analysis in a clear manner.	Plainly reports the findings without explaining further. Deliverable resembles a tutorial of the tool than an analysis report (-5 Points)	<ul style="list-style-type: none"> • Analysis not explained clearly. • Report or/and presentation or incomplete. Screenshots and text in the report are mismatch. (-10 Points) 	Either PowerPoint or report is missing. (-30 Points)