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| --- | --- | --- | --- |
| Criteria | Exceeds | Meets | Below |
| Dashboard | **8.5 to 10 points**Dashboard was easy to follow, included 3or more performance measures, includedall levels of analysis (Company, area,district, hotel). Visualizations in thedashboard followed data visualizationbest practices | **7 to 8.4 points**Dashboard was fairly easy to follow butmay have violated some of the datavisualization best practices. Thedashboard included at least 2performance measures at least 3 ofthe required levels. | **0 to 6.9 points**Dashboard was difficultto follow. The dashboardonly included 1performance measure orwas only at 2 or less ofthe required levels |
| Performance Measures | **13 to 15 points**Performance measurements includedmore than the two suggested in the case.The new measures are useful for thebusiness. | **10.5 to 12.9 points**Performance measures only includedthe measures suggested in the case(ProfitPAR and customer satisfaction). | **0 to 10.4 points**Performance measuresdid not include ProfitPARand CustomerSatisfaction |
| Executive Summary - Content | **13 to 15 points**The summary convincingly demonstrateda clear understanding of the assignmentand provided well supported conclusionsand/or insights. | **10.5 to 12.9 points**The summary was accurate but neededdeeper analysis and insight. | **0 to 10.4 points**The summary did notprovide analysis andinsight. Conclusions didnot follow from thediscussion or link to thedata. |
| Executive Summary - Organization and Mechanics | **8.5 to 10 points**The summary was well organized and easy to follow (intro, body, conclusion). The summary provided well thought out sentences and was free of spelling and grammar errors. | **7 to 8.4 points**Effort was maid to organize the summary but needed revising and tightening of sentences. Summary contained only one or two spelling or grammar errors | **0 to 6.9 points**The summary was difficult to follow. Poor use of grammar, misuse of words, mix of present and past tense. Many misspellings |

**Pueblo Hospitality – Sample Rubric**