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| --- | --- | --- | --- |
| Criteria | Exceeds | Meets | Below |
| Dashboard | **8.5 to 10 points**  Dashboard was easy to follow, included 3  or more performance measures, included  all levels of analysis (Company, area,  district, hotel). Visualizations in the  dashboard followed data visualization  best practices | **7 to 8.4 points**  Dashboard was fairly easy to follow but  may have violated some of the data  visualization best practices. The  dashboard included at least 2  performance measures at least 3 of  the required levels. | **0 to 6.9 points**  Dashboard was difficult  to follow. The dashboard  only included 1  performance measure or  was only at 2 or less of  the required levels |
| Performance Measures | **13 to 15 points**  Performance measurements included  more than the two suggested in the case.  The new measures are useful for the  business. | **10.5 to 12.9 points**  Performance measures only included  the measures suggested in the case  (ProfitPAR and customer satisfaction). | **0 to 10.4 points**  Performance measures  did not include ProfitPAR  and Customer  Satisfaction |
| Executive Summary - Content | **13 to 15 points**  The summary convincingly demonstrated  a clear understanding of the assignment  and provided well supported conclusions  and/or insights. | **10.5 to 12.9 points**  The summary was accurate but needed  deeper analysis and insight. | **0 to 10.4 points**  The summary did not  provide analysis and  insight. Conclusions did  not follow from the  discussion or link to the  data. |
| 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**