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| **OBJECTIVES** | **Exceeds Expectations (90-100%)** | **Meets Expectations (75-89%)** | **Below Expectations (0-74%)** |
| **Quality of the Vizzes (30%)***Decluttered* – removed elements that are not directly relevant to the main point of the viz. Maximize whitespace. Minimize ink.*Easy to understand* – I should understand each viz in less than 30 seconds.*Quality Labels* – the axis labels are well-worded, unambiguous, and easy to understand. Don’t use Tableau’s default axis labels. *Appropriate use of Color* **–** color should be used to focus the viewer’s attention. General rules:* Warm, bold colors (e.g., red or orange) to emphasize a point
* Soft, passive colors (e.g., gray or transparency) to deemphasize or let it fade into the background while still being present for a comparison.
* Color should have meaning, not just to make your viz pretty
* Do not encode a dimension or measure in color if it has already been encoded with something else (e.g., height, size, or label).

*Induce a comparison* – add a reference or average line, use a dual axis, or strategically use color or transparency to encourage a comparison that provides more information.*Move beyond bar charts!* – Select a graph type that makes your point pop. For example, scatterplots highlight correlations, line plots highlight correlations across time. See Data Viz slides for more examples.  | All six of the viz quality elements (to the left) are executed well. | Four or five of the viz quality elements (to the left) are executed well. | Three or fewer of the viz quality elements (to the left) are executed well. |
| **Selection of Performance Measures (30%)**Must address eight total measures and be balanced – two measures in each of the four BS areas (financial, customer, internal, innovation & learning).Of Pueblo’s existing four measures, the presentation must include *ProfitPAR* and *housekeeping productivity.*Measures must be ***relevant*** (have an impact on Pueblo’s decision-making)* In the finance area, measures of profit (ProfitPAR) are more relevant than measures of revenue (RevenuePAR) and especially more relevant than measures of employee satisfaction.

Measures are ***comparable*** across units and competitors. Here are examples: * Standardized measures (ProfitPAR) are more comparable than non-standardized measures (total profit).
 | Two measures from all four BS areas are addressed and the selected measures are *relevant* and *useful*. *ProfitPAR* and *housekeeping productivity* are included. | Two measures from all four BS areas are addressed, but the selected measures are not completely *relevant* or *useful*.*ProfitPAR* and *housekeeping productivity* are included. | Selected measures do not address all four BS areas and are not at all *relevant* or *useful*.*ProfitPAR* and/or *housekeeping productivity* are not included. |
| **Critical Thinking – Performance Measures (40%)**Presentation includes critical thinking and rationale for why the selected measures capture Pueblo’s performance. For example, for *ProfitPAR:** Businesses exist to make a profit (not just a revenue); so, profit captures performance better than revenue.
* *Total* profit in a unit is not comparable to *total* profit in another unit because the units could be different sizes (i.e., different numbers of available rooms), so we standardize profit by the number of available rooms to make it comparable.
* The above two points support the use of *ProfitPAR*.
 | Presentation provides *strong* evidence for why the selected measures capture Pueblo’s performance. | Presentation provides *sufficient* evidence for why the selected measures capture Pueblo’s performance. | Presentation provides *little to no* evidence for why the selected measures capture Pueblo’s performance. |
| **Total** |  |