CREATING A PEOPLE ANALYTICS DASHBOARD FOR MANAGERS (INDIVIDUAL PROJECT)

Educational Level:

Higher Education

Subject Area (s)

Human Resource Management

Rubric

	High Distinction	Distinction	Credit	Pass	Unsatisfactory
Quality of Visualisations	The visualisations are highly informative and convey a clear message. They are clearly linked with the findings of the regression analysis. The type of visualisation, such as a bar chart or scatterplot, is optimal for the data that is being presented. The visualisations are uncluttered, well-spaced, and they present an appropriate amount of detail. The features, such as the colour scheme and type of marker, are visually	The visualisations are generally informative and conveys a reasonably clear message. They are linked with the findings of the regression analysis. The type of visualisation, such as a bar chart or scatterplot, is appropriate for the data that is being presented. The visualisations are reasonably uncluttered, well-spaced, and it presents the right amount of detail. The features, such as the colour scheme	The visualisations are reasonably informative and conveys a fairly clear message. They are somewhat linked with the findings of the regression analysis. The type of visualisation, such as a bar chart or scatterplot, is somewhat appropriate for the data that is being presented. The visualisations are generally well-presented. The features, such as the colour	The visualisations are somewhat unclear in the message they are trying to convey. They are tenuously linked with the findings of the regression analysis. The type of visualisation, such as a bar chart or scatterplot, is not always appropriate for the data that is being presented. The features, such as the colour scheme and type of marker, are poorly considered and may be	The visualisations are unclear in the message they are trying to convey. There is little evidence of a link with the regression analysis. The type of visualisation, such as a bar chart or scatterplot, is inappropriate for the data that is being presented. The features, such as the colour scheme and type of marker, are poorly considered

	striking and follow a consistent theme. The axes of the visualisations are properly labelled.	and type of marker, are visually pleasing and generally follow a consistent theme. The axes of the visualisations are labelled.	scheme and type of marker, are acceptable and follow a somewhat consistent theme. Most of the axes of the visualisations are labelled.	inconsistent. The visualisations may contain inappropriate elements, such as the value field buttons. Many of the axes of the visualisations are not labelled.	and/or inconsistent. The visualisations contain inappropriate elements, such as the value field buttons. The axes of the visualisations are not labelled.
Content Presenting Dashboard	Project implementation plan is presented extremely well in a dashboard; Excellent demonstration of skills in using Adobe XD and outcomes with a dashboard.	Project implementation plan is presented well in a dashboard; Clear demonstration of skills in using Adobe XD and outcomes with a dashboard.	Project implementation plan is presented in adequate detail in a dashboard; Some demonstration of the ability to use Adobe XD and outcomes in a dashboard.	Project implementation plan is presented in a sketchy detail with minimum use of Adobe XD in a dashboard.	Project implementation plan is not presented in adequate detail and no use of Adobe XD in a dashboard.
Digital Literacy	The implementation of the dashboard is managed extremely effectively. The features of the software package are cleverly utilised to deliver interactivity in the dashboard, such as the ability to drill-down into data. The visualisations are presented in a highly organised manner, and the interface offers a positive and intuitive user experience.	The implementation of the dashboard is managed very well. The features of the software package are utilised to deliver interactivity in the dashboard, such as the ability to drill-down into data. The visualisations are presented in an organised manner, and the interface offers a generally positive user experience.	The implementation of the dashboard is managed fairly well. The features of the software package are utilised to deliver some interactivity in the dashboard. The visualisations are reasonably well organised, and the interface offers a satisfactory user experience.	The implementation of the dashboard is acceptable. The dashboard has limited interactivity, and it offers mainly a static presentation of information. The visualisations are somewhat well organised, and the interface offers an acceptable user experience.	The implementation of the dashboard is poorly delivered. The dashboard has extremely limited or no interactivity, and it offers mainly a static presentation of information. The visualisations are poorly organised, and the interface offers a sub-par user experience.

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