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Multiple Regression Models Case Study: Web Video on Demand

|   | 1<br>Unsatisfactory<br>0.00%   | Less than Satisfactory 74.00%  | 3<br>Satisfactory<br>79.00%   | 4<br>Good<br>87.00%  | 5<br>Excellent<br>100.00%   |
|---|--|--|---|--|---|
| 70.0 %Content<br>10.0 %Develop<br>Regression<br>Model A           | A regression model that predicts the amount of advertising sales based on the number of viewers and the length of the program is not included. | A regression model that predicts the amount of advertising sales based on the number of viewers and the length of the program is present, but it lacks detail or | the number of viewers and the length of the   | A regression model that predicts the amount of advertising sales based on the number of eviewers and the length of the program is clearly developed. | advertising sales based on the number of viewers and the length of the program is   |
| 10.0 %Predict<br>Advertising Sales<br>Using Regression<br>Model A | the potential advertising  | the potential<br>advertising<br>sales generated<br>by the<br>documentary<br>special<br>presented in<br>Regression  | A prediction of<br>the potential<br>advertising<br>sales generated<br>by the<br>documentary<br>special<br>presented in<br>Regression<br>Model A is<br>included. | developed prediction of  | developed.  A comprehensive prediction of the potential advertising sales generated by the documentary special presented in Regression Model A is accurately developed with supporting details. |
| 10.0 %Develop<br>Regression<br>Model B                            | A regression<br>model that<br>predicts the<br>amount of<br>advertising<br>sales based on<br>the number of<br>viewers, the<br>length of the     | A regression<br>model that<br>predicts the<br>amount of<br>advertising<br>sales based on<br>the number of<br>viewers, the<br>length of the                       | A regression model that predicts the amount of advertising sales based on the number of viewers, the length of the  | A regression model that predicts the amount of advertising sales based on the number of viewers, the length of the                                   | A complete<br>and accurate<br>regression<br>model that<br>predicts the<br>amount of   |

|  | program, and  | program, and  | program, and  | program, and                                 | viewers, the  |
|--|---|---|---|--|---|
|  | the average viewer age is not included.   | the average   | the average viewer age is   | the average viewer age is clearly developed. | length of the program, and the average viewer is developed.   |
| 10.0 %Predict                              | A prediction of   | -   | A prediction of   | A clearly                                    | A   |
| Advertising Sales Using Regression Model B | the potential<br>advertising<br>sales generated<br>by the<br>documentary<br>special | the potential<br>advertising<br>sales generated<br>by the<br>documentary<br>special<br>presented in<br>Regression | the potential<br>advertising<br>sales generated<br>by the<br>documentary<br>special<br>presented in<br>Regression<br>Model B is | developed prediction of                      | comprehensive prediction of the potential advertising sales generated by the documentary special presented in Regression Model B is |
|  |   | incomplete.   |   | provided.                                    | accurately<br>developed<br>with<br>supporting<br>details.   |
| 20.0                                       | _   | -   | An explanation  |  | A   |
| %Explanation of                            | 1.1   |   | 1 1   |  | fcomprehensive  |
| Approach and<br>Evaluation of              | used, along with an   | approach used, along with an  | ,   | the approach used, along                     | explanation of the approach   |
| Outcomes of                                | evaluation of   | evaluation of   | evaluation of   | with an                                      | used, along   |
| Regression                                 |   |   | the outcomes  | evaluation of                                | _   |
| Models                                     | of each   | of each   | of each   | the outcomes                                 | evaluation of   |
|  | regression  | regression  | regression  | of each                                      | the outcomes  |
|  | model, is not included.   | model, is included, but   | model, is included.   | regression model, is                         | of each   |
|  | merudea.  | lacks detail or   | iliciudea.  | clear and                                    | regression model, is  |
|  |   | is incomplete.  |   | well-  | thoroughly  |
|  |   |   |   | developed.                                   | developed and   |
|  |   |   |   |  | well-   |
| 10.0 %Excel                                | A copy of the   | A copy of the   | A copy of the   | A complete                                   | supported.  A detailed and  |
| Spreadsheet                                | Excel   | Excel   | Excel   | copy of the                                  | accurate copy   |
| -  | spreadsheet   | spreadsheet   | spreadsheet file  | Excel  | of the Excel  |
|  | file used to  | file used to  |   | spreadsheet                                  | spreadsheet   |
|  | design the  | design the  | the regression  | file used to                                 | file used to  |
|  | regression model and to   | regression model and to   | model and to determine  | design the                                   | design the  |
|  | model alla to   | mouer and to  | uctermine   | regression                                   | regression  |

|  | determine<br>statistical<br>significance is<br>not included.                     | determine<br>statistical<br>significance is<br>included, but is<br>inaccurate or<br>incomplete. | included.   | determine<br>statistical<br>significance is  | model and to<br>determine<br>statistical<br>significance is<br>provided.             |
|--|--|---|---|--|--|
| 20.0 %Organization and Effectiveness     |  |   |   |  |  |
| 7.0 %Thesis Development and Purpose 20.0 | overall purpose  | _   | TI I  | the development of the paper. Thesis is  | comprehensive<br>and contains<br>the essence of<br>the paper.<br>Thesis<br>statement |
| %Organization and Effectiveness          |  |   |   |  |  |
|  | Statement of purpose is not justified by the conclusion. The conclusion does not | claims is lacking. Argument lacks consistent unity. There are obvious                           | may have a few inconsistencies. The argument presents | shows logical progressions. Techniques of argumentation are evident. There is a smooth progression of claims from introduction | argument that presents a persuasive claim in a distinctive and compelling            |

| 20.0              |                  |                 |                  |                 |                |
|-------------------|------------------|-----------------|------------------|-----------------|----------------|
| %Organization     |                  |                 |                  |                 |                |
| and Effectiveness | G 0              |                 |                  | -               |                |
|                   |                  | 1               | Some             | Prose is        | Writer is      |
| O                 | 1                | 1               | mechanical       | largely free of | -              |
| *                 | $\mathcal{C}$    |                 | errors or typos  |                 | command of     |
|                   | J 1              |                 | are present, but |                 | standard,      |
| . ,               | communication    |                 | they are not     | although a      | written,       |
| ,                 | _                | Inconsistencies |                  | few may be      | academic       |
| 0 0               |                  |                 | distracting to   | present. The    | English.       |
|                   | word choice or   |                 | the reader.      | writer uses a   |                |
|                   |                  |                 | Correct and      | variety of      |                |
|                   | construction is  |                 | varied sentence  |                 |                |
|                   | used.            | 1               | structure and    | sentence        |                |
|                   |                  |                 | audience-        | structures and  |                |
|                   |                  |                 | appropriate      | figures of      |                |
|                   |                  | correct but not | 0 0              | speech.         |                |
|                   |                  | varied.         | employed.        |                 |                |
| 10.0 %Format      |                  |                 |                  |                 |                |
| 5.0 %Paper        | Template is not  | Appropriate     | Appropriate      | Appropriate     | All format     |
| Format (use of    | used             | template is     | template is      | template is     | elements are   |
| appropriate style | appropriately    | used, but some  | used.            | fully used.     | correct.       |
|                   | or               | elements are    | Formatting is    | There are       |                |
| and assignment)   | documentation    | missing or      | correct,         | virtually no    |                |
|                   | format is rarely | mistaken. A     | although some    | errors in       |                |
|                   | followed         | lack of control | minor errors     | formatting      |                |
|                   | correctly.       | with            | may be present.  | style.          |                |
|                   |                  | formatting is   |                  |                 |                |
|                   |                  | apparent.       |                  |                 |                |
| 5.0               | Sources are not  | Documentation   | Sources are      | Sources are     | Sources are    |
| %Documentation    |                  |                 | documented, as   | documented,     | completely     |
| of Sources        |                  |                 | appropriate to   | 1               | and correctly  |
| (citations,       |                  |                 | assignment and   |                 |                |
| footnotes,        |                  |                 | style, although  |                 |                |
| references,       |                  |                 | some             | format is       | to assignment  |
| bibliography,     |                  | and style, with | formatting       | mostly          | and style, and |
| etc., as          |                  | -               | errors may be    | correct.        | format is free |
| appropriate to    |                  |                 | present.         |                 | of error.      |
| assignment and    |                  | errors.         |                  |                 |                |
| style)            |                  |                 |                  |                 |                |
| 100 %Total        | <u> </u>         | 1               | 1                | 1               | 1              |
| Weightage         |                  |                 |                  |                 |                |



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