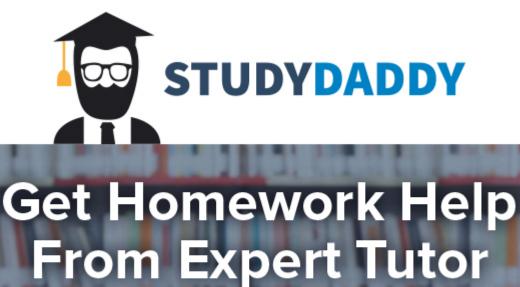


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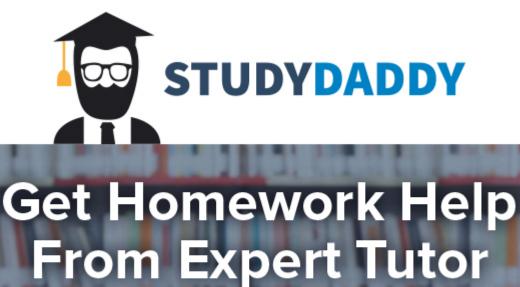
Multiple Regression Models Case Study: Web Video on Demand

	1 Unsatisfactory 0.00%	Less than Satisfactory 74.00%	3 Satisfactory 79.00%	4 Good 87.00%	5 Excellent 100.00%
70.0 %Content 10.0 %Develop Regression 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.	present, but it lacks detail or	the number of viewers and the length of the		advertising sales based on the number of viewers and the length of the program is
10.0 %Predict Advertising Sales Using Regression Model A	the potential advertising	the potential advertising sales generated by the documentary special presented in Regression	A prediction of the potential advertising sales generated by the documentary special presented in Regression Model A is 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 Regression Model B	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 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 and accurate regression model that predicts the 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 advertising sales generated by the documentary special	the potential advertising sales generated by the documentary special presented in Regression	the potential advertising sales generated by the documentary special presented in Regression 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 developed with supporting details.
20.0	_	-	An explanation		A
%Explanation of	* *		1 1		fcomprehensive
Approach and 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
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	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
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	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 statistical significance is not included.	determine statistical significance is included, but is inaccurate or incomplete.	included.	determine statistical significance is	model and to determine statistical significance is 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 and contains the essence of the paper. Thesis 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

	I				
20.0					
%Organization					
and Effectiveness					
5.0 %Mechanics	Surface errors	Frequent and	Some	Prose is	Writer is
of Writing	are pervasive	repetitive	mechanical	largely free of	clearly in
(includes	enough that	mechanical	errors or typos	mechanical	command of
spelling,	they impede		are present, but		standard,
punctuation,	communication	the reader.	they are not	although a	written,
grammar,	of meaning.	Inconsistencies		_	academic
language use)	_	in language	distracting to	present. The	English.
	word choice or		the reader.	writer uses a	8 -
			Correct and	variety of	
	construction is		varied sentence		
	used.	are present.	structure and	sentence	
		Sentence	audience-	structures and	
			appropriate	figures of	
		correct but not		speech.	
		varied.	employed.		
10.0 %Format		varioa.	emproyed.		
5.0 %Paper	Template is not	Appropriate	Appropriate	Appropriate	All format
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appropriate style		used, but some		fully used.	correct.
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and assignment)	format is rarely	_	· · · · · · · · · · · · · · · · · · ·	errors in	
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	confectly.		may be present.	Style.	
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F A		apparent.	C	C	0
5.0 0/ D	Sources are not				Sources are
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of Sources			appropriate to	1 1	_
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