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Multiple Regression Models Case Study: Web Video on Demand

	1 Unsatisfactory 0.00%	2 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.	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 is incomplete.	A regression model that predicts the amount of advertising sales based on the number of viewers and the length of the program is present.	A regression model that predicts the amount of advertising sales based on the number of viewers and the length of the program is clearly developed.	A complete and accurate regression model that predicts the amount of advertising sales based on the number of viewers and the length of the program is developed.
10.0 %Predict Advertising Sales Using Regression Model A	A prediction of the potential advertising sales generated by the documentary special presented in Regression Model A is not included.	A prediction of the potential advertising sales generated by the documentary special presented in Regression Model A is included, but it lacks accuracy or is incomplete.	A prediction of the potential advertising sales generated by the documentary special presented in Regression Model A is included.	A clearly developed prediction of the potential advertising sales generated by the documentary special presented in Regression Model A is provided.	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 advertising sales based on the number of

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

	determine statistical significance is not included.	determine statistical significance is included, but is inaccurate or incomplete.	statistical significance is included.	model and to determine statistical significance is included.	model and to determine statistical significance is provided.
20.0 %Organization and Effectiveness					
7.0 %Thesis Development and Purpose	Paper lacks any discernible overall purpose or organizing claim.	Thesis is insufficiently developed or vague. Purpose is not clear.	Thesis is apparent and appropriate to purpose.	Thesis is clear and forecasts the development of the paper. Thesis is descriptive and reflective of the arguments and appropriate to the purpose.	Thesis is comprehensive and contains the essence of the paper. Thesis statement makes the purpose of the paper clear.
20.0 %Organization and Effectiveness					
8.0 %Argument Logic and Construction	Statement of purpose is not justified by the conclusion. The conclusion does not support the claim made. Argument is incoherent and uses noncredible sources.	Sufficient justification of claims is lacking. Argument lacks consistent unity. There are obvious flaws in the logic. Some sources have questionable credibility.	Argument is orderly, but may have a few inconsistencies. The argument presents minimal justification of claims. Argument logically, but not thoroughly, supports the purpose. Sources used are credible. Introduction and conclusion bracket the thesis.	Argument shows logical progressions. Techniques of argumentation are evident. There is a smooth progression of claims from introduction to conclusion. Most sources are authoritative.	Clear and convincing argument that presents a persuasive claim in a distinctive and compelling manner. All sources are authoritative.

20.0 %Organization and Effectiveness					
5.0 %Mechanics of Writing (includes spelling, punctuation, grammar, language use)	Surface errors are pervasive enough that they impede communication of meaning. Inappropriate word choice or sentence construction is used.	Frequent and repetitive mechanical errors distract the reader. Inconsistencies in language choice (register) or word choice are present. Sentence structure is correct but not varied.	Some mechanical errors or typos are present, but they are not overly distracting to the reader. Correct and varied sentence structure and audience-appropriate language are employed.	Prose is largely free of mechanical errors, although a few may be present. The writer uses a variety of effective sentence structures and figures of speech.	Writer is clearly in command of standard, written, academic English.
10.0 %Format					
5.0 %Paper Format (use of appropriate style for the major and assignment)	Template is not used appropriately or documentation format is rarely followed correctly.	Appropriate template is used, but some elements are missing or mistaken. A lack of control with formatting is apparent.	Appropriate template is used. Formatting is correct, although some minor errors may be present.	Appropriate template is fully used. There are virtually no errors in formatting style.	All format elements are correct.
5.0 %Documentation of Sources (citations, footnotes, references, bibliography, etc., as appropriate to assignment and style)	Sources are not documented.	Documentation of sources is inconsistent or incorrect, as appropriate to assignment and style, with numerous formatting errors.	Sources are documented, as appropriate to assignment and style, although some formatting errors may be present.	Sources are documented, as appropriate to assignment and style, and format is mostly correct.	Sources are completely and correctly documented, as appropriate to assignment and style, and format is free of error.
100 %Total Weightage					



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