

CS-213 Milestone 2

Due 10.06.2025 – 25% of final grade

Submission: ~5-page PDF.

Focus: AB testing, analysis, conclusions

Criterion	6 (Excellent)	5 (Very Good)	4 (Good)	3 (Satisfactory)	0 (Unacceptable)
Clarity of AB Testing Goals & Variables 10%	As per “ Very Good” and in addition: Well-justified variables (independent & dependent)	Logical selection with some rationale	Adequate variable choices	Variables vague or weakly justified	Not addressed
V3.0 and V3.1 Descriptions & Rationale 10%	As per “ Very Good” and in addition: Distinct designs with justification	Designs are distinguishable and explained	Some explanation, minor clarity issues	Designs are unclear or not distinguishable	Missing or unidentifiable designs
Quantitative Results Presentation 20%	As per “ Very Good” and in addition: Well-structured, thoughtful and correct use of metrics	Correct with minor clarity issues	Some data included, basic stats	Vague or confusing presentation	No results presented
Analysis 25%	As per “ Very Good” and in addition: Rich insights with well-reasoned interpretations	Thoughtful observations some interpretation	Basic interpretation, few insights/interpretation	Minimal analysis	Absent
Conclusion & Recommendations 25%	As per “ Very Good” and in addition: Evidence-based, coherent, directly tied to data	Mostly meaningful and evidence supported conclusions	Somewhat justified conclusions grounded in the data gathered	Weak connection to findings	No clear conclusions
Overall Coherence and Professionalism 10%	As per “ Very Good” and in addition: Professional and consistent	Generally well-presented	Mostly coherent but confusing in parts	Confusing organization or formatting	Sloppy or unreadable submission