# Project 1 – Writing Exercise

Midshipman Lynn E. R. Regres is writing the data section of her report on the case, "Forecasting Beer Demand at Anadolu Efes". Her first draft of the data section is given below. She is unsure if she included all the necessary details to get a good grade on her project. Lynn thought it would be helpful to have one of her peers review her work before submitting it to Professor Stan D. Grader. Standard C3 in the grading rubric relates directly to the information that should be included in the data section and standards D1-D8 are the standards for writing. Grade Lynn's writing and provide some feedback for how you think she could improve her work.

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Our linear regression model uses data given to us by the company. There were two tables. The first data table has the columns year, month, beer consumption, average beer price, average raki price, average canned soft drink price, average canned beer price, and average draft beer price. The second data table has the columns Czechoslovakia, Germany, The United Kingdom, The United States, France, and Other (total).

To use this data, we begin by adding a new column to the second data table for the expected tourist demand. Then we use the merge function in python, to merge the two tables together to get a final data table. An example of this code is shown below.

```
BeerData = BeerData.merge(TouristData, on= ['Year', 'Month'])
```

Once we have the data merged, we can now put it into the linear regression.

| | | Exemplary | Satisfactory | Developing | Unsatisfactory |
|---|---|---|---|---|---|
| C3 | Describing, wrangling, and analyzing the input data | Provides a clear and detailed description of the input data used; wrangles the input data into a form suitable for the model; presents a correct analysis of the input data (e.g. distribution fitting) if appropriate | Provides an adequate description of the input data used; a few minor details are missing; wrangles the input data into a form suitable for the model; presents a correct analysis of the input data if appropriate | Description of the input data used is unclear or missing key details; data wrangling or input data analysis has errors | Description of input data is missing; data wrangling or input data analysis is missing |
| D1 | Grammar, spelling, punctuation (GSP) | Text contains no GSP errors | Text has a few minor GSP errors | Text has serious GSP errors or a distracting number of minor GSP errors | Text is not understandable in current form due to GSP errors |
| D2 | Organization | Presents ideas in a logical order; report organized into sections as taught in class | Presents ideas in a mostly logical order; report organized into sections as taught in class | Report organized into sections as taught in class; ideas in individual sections are not organized | No organization present in paper |
| D3 | Clarity | Text is clear and concise | Text is clear and readable for the most part | Text is wordy or awkward | Text is unclear |
| D4 | Completeness | Text provides good depth and detail; ideas are fully developed and supported; describes all parts of the project, including: background and motivation, problem description, data summary, model description, results, recommendations and limitations | Text provides adequate depth; a few needed details or ideas are omitted; major ideas are adequately developed and supported | Additional depth is needed in places; at least one major idea is not adequately developed and supported | Important details or ideas are often omitted, not developed, or not supported |
| D5 | Tone | Appropriate for an academic journal or professional memo | Appropriate for a student paper | Appropriate for a student paper but with sections of informality | Too informal |
| D6 | Technical language | All technical language is used correctly, including terminology related to formulation and analysis; all mathematical symbols and variable names are correctly explained in words | Most technical language is used correctly; most mathematical symbols and variable names are correctly explained in words | Many errors in technical language; many mathematical symbols and variables names are not correctly explained in words | Technical language is consistently incorrect or imprecise; mathematical symbols and variables are not explained in words at all |
| D7 | Citations and references | All sources are correctly documented; in-text citations and reference list follow APA style exactly | Most sources are correctly documented; in-text citations and reference list have a few minor errors in following APA style | Most sources are correctly documented; in-text citations and reference list do not follow APA style | Fails to correctly document sources, in-text citations and reference list have major errors and do not follow APA style |
| D8 | Appearance and formatting (AF) | Consistent and professional appearance throughout: font sizes for text, captions, and section headings are appropriate and consistent; equations are properly formatted | Report has a few minor AF issues | Report has consistent AF issues such as missing captions, missing titles and axes labels on graphs; a distracting number of minor AF issues | Report has serious AF issues |