



QSO 500 Milestone Three Guidelines and Rubric

Overview: For Milestone Three, you will analyze the data provided for your problem using descriptive and inferential statistics. The data sets can be found in the given case study for your final project, [Maruti Suzuki India: Defending Market Leadership in the A-Segment](#), within the Exhibit section. You will explain the meaning of the results of your data analysis in practical terms and consider the ethics of analyzing data to ensure it is fair, objective, and scholarly. Please keep in mind that the following data sets are quantitative: Exhibit 2, Exhibit 3, Exhibit 4, Exhibit 6, Exhibit 7, Exhibit 10 and Exhibit 11.

Using all of your research and your data analysis, you will develop the concluding section of your research report: conclusions and recommendations for action.

Prompt: After you have collected your data, analyze it using descriptive and inferential statistics. Based on your research and analysis, develop recommendations to address the research problem.

Specifically the following critical elements must be addressed:

Data Analysis:

- A. Accurately analyze the data using the appropriate **descriptive statistics**.
- B. Construct appropriate **tables or graphs** to accurately display the results of the data analysis. Include explanations of the meaning of the information presented.
- C. Accurately analyze the data using the appropriate **inferential statistics**. Be sure to include the output.
- D. Explain the **meaning of the results** of your data analysis in practical terms (e.g., what were the results? What results were expected? What results were unexpected? What results were unsettling?).
- E. Discuss the **ethics of analyzing data** to ensure it is fair, objective, and scholarly. What safeguards did you put in place to ensure the integrity of the study?

Conclusions and Recommendations for Action:

- A. Summarize your **research findings** succinctly for stakeholders.
- B. Explain how the **research problem** can be addressed by incorporating the results from your literature review and data analysis. In other words, what do you now know about your research problem that you did not know or understand before?
- C. Based on the conclusion, make **recommendations** to address the research problem that are actionable, feasible, and realistic.
- D. Recommend appropriate strategies for handling any potential **questions and concerns of stakeholders**.
- E. Based on your study, make appropriate recommendations for **additional research** that would improve the organization's effectiveness.

Rubric

Guidelines for Submission: Your milestone must be submitted as a 5- to 7-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Data Analysis: Descriptive Statistics	Accurately analyzes the data using appropriate descriptive statistics	Analyzes the data using appropriate descriptive statistics, but analysis is cursory or contains inaccuracies	Does not analyze the data using appropriate descriptive statistics	10
Data Analysis: Tables or Graphs	Constructs appropriate tables or graphs that accurately display the noteworthy variables with explanations of the meaning of the information presented	Constructs appropriate tables or graphs to display the results of the data analysis, but some tables or graphs are unclear or contain inaccuracies or lack explanation of the meaning of the information presented	Does not construct appropriate tables or graphs to display the results of the data analysis	10
Data Analysis: Inferential Statistics	Accurately analyzes the data using appropriate inferential statistics, including the output	Analyzes the data using appropriate inferential statistics, but analysis is cursory, contains inaccuracies, or does not include the output	Does not analyze the data using appropriate inferential statistics	10
Data Analysis: Meaning of the Results	Explains the meaning of the results of the data analysis in practical terms	Explains the meaning of the results of the data analysis, but explanation is cursory, contains inaccuracies, or is not in practical terms	Does not explain the meaning of the results of the data analysis	10
Data Analysis: Ethics of Analyzing Data	Discusses the ethics of analyzing data to ensure it is fair, objective, and scholarly as well as safeguards put in place to ensure the integrity of the study	Discusses the ethics of analyzing data to ensure it is fair, objective, and scholarly, but discussion is cursory, contains inaccuracies, or does not include safeguards put in place to ensure the integrity of the study	Does not discuss the ethics of analyzing data to ensure it is fair, objective, and scholarly	10
Conclusions and Recommendations for Action: Research Findings	Summarizes research findings succinctly for stakeholders	Summarizes research findings for stakeholders, but summary is too comprehensive or lacks clarity	Does not summarize research findings for stakeholders	9

Conclusions and Recommendations for Action: Research Problem	Explains how the research problem can be addressed by incorporating results from the literature review and data analysis	Explains how the research problem can be addressed by incorporating results from the literature review and data analysis, but explanation is cursory or illogical	Does not explain how the research problem can be addressed	9
Conclusions and Recommendations for Action: Recommendations	Makes recommendations to address the research problem that are actionable, feasible, and realistic based on the conclusion	Makes recommendations to address the research problem, but they are not all actionable, feasible, and/or realistic or based on the conclusion	Does not make recommendations to address the research problem	9
Conclusions and Recommendations for Action: Questions and Concerns of Stakeholders	Recommends appropriate strategies for handling any potential questions and concerns of stakeholders	Recommends strategies for handling any potential questions and concerns of stakeholders, but not all recommendations are appropriate	Does not recommend strategies for handling any potential questions and concerns of stakeholders	9
Conclusions and Recommendations for Action: Additional Research	Makes appropriate recommendations for additional research that would improve the organization's effectiveness	Makes recommendations for additional research that would improve the organization's effectiveness, but not all recommendations are appropriate	Does not make recommendations for additional research that would improve the organization's effectiveness	9
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	5
Total				100%