Project Review Guidelines: Warby Parker's Marketing Funnels

Project Context

This capstone is one of three options for the Learn SQL from Scratch Intensive. Learners are provided a set of funnel-related questions and fictional data from Warby Parker. Learners will write SQL queries for the Warby Parker database (on the Codecademy platform) and use the results to answer the questions (off-platform).

The answers to the questions will be formatted as a slide deck and **code.sql** file. The deck should contain text responses and data as evidence. A set of optional templates is provided to Learners. The code.sql should contain the queries used to collect the data used in the deck.

Intensive Name: Learn SQL from Scratch

Intensive Unit(s) associated with this project: All

File(s) that learners will interact with:

- test.sqlite

Warby Parker's Marketing Funnels: Capstone Rubric

Criteria	Levels			
	4 (Exceeds Expectations)	**3 (Meets Expectations)**	**2 (Approaches Expectations)**	**1 (Does Not Meet Expectations)**
Report Are conclusions clear and supported by evidence in all eight answers?	**Every answer** includes text and query results (as supporting evidence). Related queries are uploaded in a separate **.sql** file. **Note:** this does not apply to final question, where conclusions are derived from previous questions. Conclusions are clearly stated and based on evidence.	**One answer** is missing text, query results (as supporting evidence), or the related queries. Conclusions are **not** well explained or supported by evidence.	**2 - 3 answers** are missing text, query results (as supporting evidence), or the related queries. Conclusions are **not** well explained or supported by evidence.	**4 or more answers** are missing text, query results (as supporting evidence), or the related queries. Conclusions are **not** well explained or supported by evidence.
Query Accuracy Do queries do what they were supposed to do?	All queries accurately retrieve the data intended (as stated or implied by comments or the presentation).	**90% - 99%** of queries are accurate.	**75% - 89%** of queries are accurate.	**< 75%** of queries are accurate.
Query Formatting	Queries are formatted according to the SQL lessons.	Queries adhere to **most** of the rules of the SQL lessons.	Queries adhere to only **a few** rules of the SQL lessons.	Queries adhere to **no** rules of the SQL lessons.
Understanding underlying concepts and terminology	Report demonstrates **clear understanding** of funnels.. Terms **are used** correctly throughout the report.	Report demonstrates a **partial understanding** of funnels. Terms **are used** correctly throughout the report.	Report demonstrates an **insufficient understanding** of funnels. Terms **are used** correctly throughout the report.	Report demonstrates an **insufficient understanding** of funnels. Terms **are not used** correctly throughout the report.