

First- and Last- Touch Attribution: 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. <i>Note: this does not apply to final question, where conclusions are derived from previous questions.</i> 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 linked style guide .	Queries adhere to at least 7 rules of the style guide.	Queries adhere to at least 5 rules of the style guide.	Queries adhere to 4 or fewer rules of the style guide.
Understanding underlying concepts and terminology	Report demonstrates clear understanding of connections between UTM parameters, marketing touchpoints, and touch attribution. Terms are used correctly throughout the report.	Report demonstrates a partial understanding of connections between UTM parameters, marketing touchpoints, and touch attribution. Terms are used correctly throughout the report.	Report demonstrates an incomplete understanding of connections between UTM parameters, marketing touchpoints, and touch attribution. Terms are used correctly throughout the report.	Report demonstrates an incomplete understanding of connections between UTM parameters, marketing touchpoints, and touch attribution. Terms are not used correctly throughout the report.