Your blog post should include everything from how you identified what tables contained the information you need, to how you retrieved it using SQL (and any challenges you ran into while doing so), as well as your methodology and results for your hypothesis tests.

***NOTE:*** This blog post is your way of showcasing the work you've done on this project--chances are it will soon be read by a recruiter or hiring manager! Take the time to make sure that you craft your story well, and clearly explain your process and findings in a way that clearly shows both your technical expertise ***and*** your ability to communicate your results!