PR best practices:

* Use default parameters only when calculation logic prescribes some concrete value
* Replace all magic numbers with pre-defined constants
* Encapsulate logic that repeats at least twice into separate function
* Special function params, such as hooks should be placed at the end of params list
* Be conservative in what you return, be liberal in what you accept in params
* Use classes only when state is needed
* Avoid non-pure functions
* Keep functions and methods small (~ 15 rows max)
* Think about where objects should be placed logically in code
* Separate concerns. ALWAYS
* If new parameter can be avoided, avoid it by different logic even using try/except
* SQL queries should be as general as possible, e.g. without any date formatting in WHERE clause
* Don’t use custom attributes on objects (e.g. DataFrames), use multiple return values instead!
* Use explicit variables sources – if some object logically returns information, use it, instead of taking in implicitly from other one