* Are we making a pipeline that will be put into production or just doing a one-time investigation?
* If making a pipeline, what is the scale of the data that is going to be put into it?
* Is this to be used for the sales team or the client
* Should we be looking at public or private healthcare costs? Or both?
* Basic requirements for final R-shiny app
* Additional, preferred, features for final app
* Detailed write-up/report of final insights?
* Top features to be focusing on?
* Additional considerations: unintended pregnancies, demographic info as variable, etc