1. Questions asked and why we asked them
   1. Is there more crime in certain parts of Austin?
   2. What are businesses like in these areas of higher crimes?
2. Were we able to answer the questions to our satisfaction? Summarize findings
3. Elaborate the questions asked
   1. What kind of data was needed to answer them
      1. Crime data from 2014 – 2016 (this includes types of crimes, zip codes around Austin, addresses, etc.)
      2. Customer/consumer reviews from people frequenting businesses in the areas
   2. Where did we find the data?
      1. We utilized Austin.data.gov for the crime data and Yelp, ~~Google Reviews, and AirBnB for the reviews~~
4. Describe:
   1. Exploration and cleanup process
   2. Insights had while exploring that we didn’t anticipate
      1. Just how biased the Yelp reviews are
   3. Problems that arose after exploring the data and how they were resolved
      1. Finding an additional data source for the Google Reviews
   4. Present/discuss interesting figures developed during exploration (with help of jupyter notebook)
5. Analysis:
   1. Discuss steps we took to analyze the data and answer each question we asked in the proposal
   2. Present/discuss interesting figures developed during analysis (with jupyter notebook)
6. Discussion:
   1. Discuss findings. Was it expected? If not, why not? What inferences or general conclusions can you draw from the analysis?
7. Post Mortem
   1. Difficulties that arose – how were they dealt with?
      1. Pulling google reviews from the google places API deprecated in May of 2017; so we had to discover another solid set of data for comparison
   2. Additional questions that came up but didn’t have time to answer
      1. What would be researched next if we had more time?
         1. Running Google and Yelp reviews through Fakespot to see how they all compare
         2. Housing market analysis on the zip codes