* Data importing
* Data cleaning
  + Customer
  + Job
  + Invoice
* Merge
* EDA 1
  + Group (Average revenue per job)
    - Industry
    - Location
* Feature engineering 1
  + Frequency
  + Recency
  + Revenue
* EDA 2
  + Pairplot
  + Size & corporate status
  + Location
  + Revenue histogram
* Feature engineering 2
  + Dummies