* Lack of converging
* Large VIF
* Value Prediction
  + Nonlinear?
  + How do I present
* Business relevance of rating prediction
* For presentation is it better to have feature engineering phase as separate?
* What does TSNE mean? Is this a good TSNE
* Can PCA help with clustering
* If I scale data how can PCA find principle component?
* Number of customers in different classes vary a lot
* How do I sample data but keep outliers
* How does e commerce work
* Rfm model doesn’t make sense