WHAT IS THE WHAT ELSE What do they BEST WAY TO SHOULD BE WHAT IS PREPROCESS ADDED? THINK AND FEEL? THE HARDEST COLLECTING TOO MANY what really counts ALGORITHMS PART? DATA WITH MORE DATA major preoccupations AND MORE REQUIRED worries & aspirations ALGORITHMS CHARACTERISTICS ATTRIBUTES INVOLVED IN BETTER WAY MAKING PREDICTION PREPROCESS What do they What do they MORE DATA RESEARCH UI SEE? HEAR? DESIGN what friends say environment THINKING TRYING DIFFERENT what boss say friends WITH POSSIBLE what influencers say what the market offers APPROACHES MORE MODELS WHAT IS TREMENDOUS WHAT IS THE NEED MORE THE DATA TO TYPE OF PREPROCESS PROCESS What do they PROBLEM? ACCURATE OF PREDICTED VALUE SAY AND DO? GETTING WHERE DATA? HOW TO SHOULD MAKE attitude in public WE ACCURATE PREDICTION? START appearance behavior towards others