

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

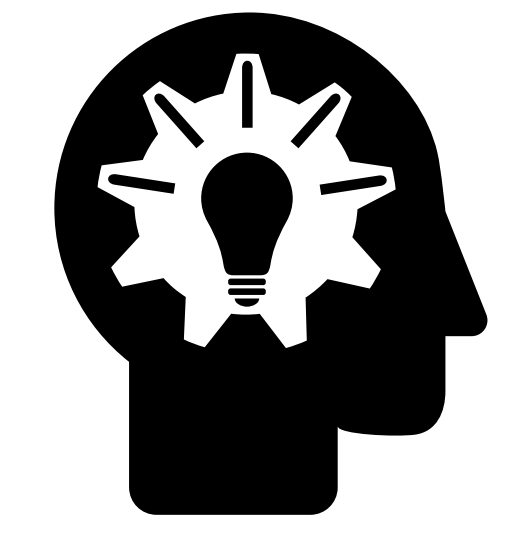
attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles



What is the best way to preprocess?

What is the hard part?

What else should be added?

Too many algorithms

Collecting data with required characteristics

Trying with more models

Better way to preprocess data

Need more accurate predicted value

Preprocessing act as the keystone

More research

Attributes involved in making prediction

More data and more algorithms

UI design

Thinking different possible approaches

Tremendous data to preprocess

What is the process of getting data?

What is the type of problem?

How to make accurate prediction?

Where should we start?

Collecting data and selecting features

Best prediction algorithm

Providing accurate value

Trying out all possible algorithms

Ways to increase accuracy

Launching as website

Ease the work of users