**Structure**

1. Introduction: introduce the problem, why interesting

2. Data: present the dataset, describe key features

3. Model:

(a) Present the model you estimate, argue for your model choice

(b) Discuss your variables, process of feature engineering. (In words, put all needed graphs, estimation into the appendix if needed.)

(c) Show core results. Interpret what you got precisely.

4. Generalization and external validity (robustness check)

(a) Show some robustness / alternative models.

5. Causal interpretation / main summary

(a) Summarize your findings. Discuss room for a causal interpretation.

6. Conclusion

(a) Conclude and make business / policy comments / recommendations