1. Business understanding

* Goal
* Hypothesis
* Analytical questions
* More info about project

1. Data understanding

* Load dataset
* Clean dataset
* EDA (info, describe, duplicates, appropriate columns)
* Univariate analysis (histogram, check for outliers, density)
* Bivariate analysis (pair plots, correlation maps, etc)
* Multivariate analysis (PCA)
* Answer analytical questions
* Test hypothesis

1. Data preparation

* Check if data is balanced (visualize)
* Split data into X and Y (train and eval)
* Encode y labels
* Create your transformers based on your understanding of the data so far (imputation, scaling, balancing)

1. Modelling and evaluation

* Choose models to train
* Train on unbalanced data (if applicable0
* Train on balanced data (if applicable)
* Hyperparameter tuning
* Model persistence