1. **What is the problem?**

* Current model not accurate enough
* Small number of customers receive recommendations, while a large number of customers receive little to no recommendations at all.

1. **Current state**

* Available is a large unclean training data set, comprising of 1.5 years’ worth of customer data, and a smaller 1-month data set for testing purposes, as well as a sample submission, all are in Spanish.
* Limited working and general knowledge of machine learning theory and algorithms.
* Some of the team go away on holiday on week 2 of the project, limiting resources.

1. **End goal/Future state**

* What do we need to have by the end of the project?
* How accurate does the recommendation engine need to be?
* How will the accuracy of the recommendation engine be measured?
* What format will the project/ recommendation engine be presented in? in the Kaggle required format or using a more user friendly interface?
* What filtering process are we using? Collaborative filtering/content filtering/ hybrid of both?
* Is the algorithm going to be specific for this dataset and task? Or a more general/future proof algorithm?
* Any other objectives and considerations for the final products?
* Deadlines?

1. **Milestones**

- what are going to be the main milestones for this project?

- how are we going to measure the progress of these milestones?

- teams?

- tasks and preferences

- major obstacles