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**Action Steps Taken**

1. Downloaded data set and loaded into R
2. Explored structure and utilized summary function to understand data set
3. Identified usable variables from the list of variables
4. Created graphs and charts relevant for data profiling
5. Created wordclouds to better understand the frequency of words used in each airline sentiment
6. Brainstormed building some sort of predictive model on this data
7. Attempted to create a Support Vector Machine and my own Sentiment Analysis algorithm to no avail (7 hours later)