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Step 5: Communicating Our Findings

Once you've successfully built a model that can interpret your data and help justify real-world recommendations, what next?

You tell someone!

In Step 5, it's time to **communicate** our results and recommendations to an audience of stakeholders. Who needs to be informed? Who needs to be persuaded? Who needs to be told what to do?

In our Planet Express example, this might mean informing the board about our findings and suggesting that our team take immediate action to resolve future issues.

