

# Communicating Results: Takeaways

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## Syntax

- Count the occurrences of

```
pattern
```

in each row of a series:

```
Series.str.count(pattern)
```

## Concepts

- Prototyping has several advantages:
  - It makes it easier to estimate the cost of a project.
  - It informs decision-makers about the profitability of a project.
  - It allows for changes in requirements and goals.
  - It maximizes the project's output by adding side goals.
- We should try to estimate the impact of any project; doing so will not only allow us to sell ourselves better, but also help people make decisions.
- Every project should culminate in the recommendation of actions.
- In a business context, we'll have to communicate with people from different backgrounds and technical abilities.
- When communicating with non-technical people, use metaphors and analogies instead of technical jargon; it's also important to use plenty of graphs.

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