1. Identify which 2 predictors are the most important in the model.  Describe their relationship with the response.  (For example, are the predictors positively associated with the response?  Negatively associated?  Or something else?)
2. Choose at least one of the following questions to answer:
   1. Do the most important predictors and their relationship with the response make sense, based on your prior knowledge about this subject, or does it surprise you?  Explain.
   2. Find a published news article or academic paper analyzing a response variable related to the one you analyzed.  Does it agree with your analysis about the direction of the relationship between the predictors and the response?  If not, what are some differences between your analysis and the article that could explain the difference in results?  (For example, a different population being studied, or an additional covariate.)  Why might these change the results?
      * For example:  “One possible explanation is that Smith et al.’s study focused on low-income patients in rural areas, for whom it was very difficult to visit the doctor.  For these patients, one additional visit to the doctor represents a large percentage increase in medical supervision, resulting in a health improvement.  In contrast, my data set includes patients who visited the doctor up to 20 times per year.  Such large numbers of visits indicate health problems requiring close supervision.  This resulted in a negative association between number of visits and overall health.”
   3. What, if anything, can your target audience do to improve the response variable?  Is it plausible that the relationship between the predictors and the response is causal?  (There might be an action step for your target audience even if the relationship is not causal.  For example, even if buying shoes doesn’t *cause* an increased probability of buying socks (but they’re both associated with income and a general need for footwear), a company might still want to target sock ads to customers who have purchased shoes.)  If your two most important predictors are not actionable, choose another predictor that is actionable.  Describe its relationship with the response, and explain what your target audience could do about it.
3. Consider the performance of your model selection process (from step 4b).  In your opinion, is your best model sufficiently accurate to be used for new predictions of individual data points?  (If you are doing a regression problem, it may be helpful to compute the MAE.)  If not, what specific thing(s) would you try in the future to improve your model?  (A different machine learning technique?  A different set of tuning parameters?  Additional predictor variables--if so, which variables would you want to gather data on?)  It’s fine to suggest gathering more data from a specific subpopulation (for example, “My model does poorly at classifying tennis players, so I would want to collect data from more tennis players.”), but simply suggesting “more data” without specifics is not a useful recommendation.