**Discussion 11 - 1**

[Interpreting Topic Models] Imagine that you are a statistical consultant working with a scientist / sports team / journalist / sales division head (pick your favorite or make up your own example). At one point in your study, you found it useful to apply LDA for visualizing a document collection. In this problem, you are asked to provide a non-technical explanation of how to interpret the topic model output, assuming that your audience is familiar with their data but not statistical methodology.

* You have run LDA on the dataset. There were originally 10,000 documents, and you used K = 15 topics. You have shared a Structure plot for the memberships and a faceted bar plot for the top terms in each topic. Explain to your audience what these visualizations represent.
* Though they have not heard of LDA, your audience has previously encountered principal components analysis for dimensionality reduction. Help your audience understand LDA by comparing and contrasting it with PCA.