**Methods**

Descriptive

- Early Visualizations –

>Bar charts/histograms will give a good indication of the overall layout of the dataset.

>Pivot tables are an excellent way to organize and aggregate data for easy consumption and comparison.

>It would be a missed opportunity to not use Tableau’s geographical visualizations with multiple geographical variables in the dataset.

Predictive

-Statistical models –

>I will use ordinary least squares regression as a benchmark model to compare more advanced machine learning models. More advanced models include forward and backward stepwise regression, random forest, and neural network. The random forest and neural network methods of machine learning are capable of modeling nonlinear dynamics. The modeling method with the best accuracy that avoids overfitting, will be the champion model used to predict future scenarios.