

Goal: Build a deliverable to communicate your EDA findings

Now that you have completed your own notebook with imputation and visualization of the AAVAIL data, it is time to build on this foundation to create a full deliverable aimed at informing key AAVAIL stakeholders of the company's high market churn in Singapore, and its potential causes. You may use the same code you prepared in the previous section for imputation and visualization, but you should expand on this to produce a full deliverable.

Your deliverable is a storyboard. The story should begin with descriptions of the data along with a summary of the business opportunity. The rest of the story details the process of your investigation and puts into context your findings. Finally, you should end with some discussion and suggestions about next steps in the process.