# Project Name

## Business Understanding

* What problem are we trying solve?
* What are the relevant metrics? How much do we plan to improve them?
* What will we deliver?

## Data Understanding

* What are the raw data sources?
* What does each 'unit' (e.g. row) of data represent?
* What are the fields (columns)?
* EDA
* Distribution of each feature
* Missing values
* Distribution of target
* Relationships between features
* Other idiosyncracies?

## Data Preparation

* What steps are taken to prepare the data for modeling?
* feature transformations? engineering?
* table joins? aggregation?
* Precise description of modeling base tables.
* What are the rows/columns of X (the predictors)?
* What is y (the target)?

## Modeling

* What model are we using? Why?
* Assumptions?
* Regularization?

## Evaluation

* How well does the model perform?
* Accuracy
* ROC curves
* Cross-validation
* other metrics? performance?
* AB test results (if any)

## Deployment

* How is the model deployed?
* prediction service?
* serialized model?
* regression coefficients?
* What support is provided after initial deployment?