What kind of cleaning steps did you perform? How did you deal with missing values, if any? Were there outliers, and how did you decide to handle them? This document will eventually become part of your milestone report.

1. What kind of cleaning steps did you perform?
   1. Data exploration using SQL identified set of parameters needed to standardize the data
   2. Restructured the data - Performed aggregations and generated composite metrics at the subscriber level
      1. Created a binary conversion column to compare features against
      2. Aggregated data at the individual subscriber level
      3. Application of parameters through series of filters
   3. Removal of features
      1. Removed low impact, outliers, low volume, and unevenly distributed columns
2. How did you deal with missing values, if any?
   1. Replaced values with the mean of values where applicable
   2. Replaced values with “NA” where applicable
   3. Dropped features with too many missing values