* An introduction to the problem: What is the problem? Who is the Client? (Feel free to reuse points 1-2 from your proposal document)
* A deeper dive into the data set:
  + What important fields and information does the data set have?
  + What are its limitations i.e. what are some questions that you cannot answer with this data set?
  + What kind of cleaning and wrangling did you need to do?
  + Are there other datasets you can find, use and combine with, to answer the questions that matter?
* Any preliminary exploration you’ve performed and your initial findings. Test the hypotheses one at a time. Often, the data story emerges as a result of a sequence of testing hypothesis e.g. You first tested if X was true, and because it wasn't, you tried Y, which turned out to be true.
* Based on these findings, what approach are you going to take? How has your approach changed from what you initially proposed, if applicable?