Slide 1:

Executive Summary (Johgi)

* Assumption and theoretical Framework (quick brush over advert logic)
* The questions we looked into
* Present results

Slide 2:

General Descriptive (Steven)

* How many different media types, how many networks
* range of ads, type of ads
* some other interesting stuff

Slide 3:

Theoretical framework (Johgi)

* Assumptions about advertisement
* Upsellling vs increase of revisits etc

Slide 4: (Lara)

Statistical Methodology

* Types of regression we used etc (techie)

Slide 5:

High level results (Dinan)

* report results
* give supported reasoning for digging deeper into TV

Slide 6:

TV deep results (Akos)

* Report results for TV
* Number based

Slide 7: (Johgi)

Put TV results back into perspective

* make the connection to the framework and practical impact

Slide 8: (Johgi)

Wrap up and recommendation

* Show in a nice way (graphically/BCG matrix or something) what we recommend

Slide 9: (Sally)

Proof of concept

* Show potential impact of our recommendation