Module 3 details

- Embed / insert your ishikawa into the paper, write about it at length
  - Your audience is the industry, itself, and this paper is a token for entry
- Utilize more stats from the US census
  - https://www.census.gov/econ/snapshots/?#
  - More data, more graphs, better
- Add to the end of your current paper, but before the References, which remain at the end, permanently