1. Compare:
   1. “Results” and “Car in Population”: to show we significantly outperform than the status quo method of ‘selecting 5 top brands’.
2. Show:
   1. “Learning curve”: to show steadily declining cost along with more iterations and introducing more data
   2. “Sample profiles”: to explain how we represent a sample profile.
      1. overall brightness: activity level
      2. left block: browsing behaviors such as page views and dwell time in different types of websites
      3. right block: ads viewing and clicking history
   3. “Sample neurons”: to explain how each neuron represent a pattern in the dataset
      1. overall bright
      2. gray as a whole, but some bright points
      3. brightness in certain region indicates that this neuron captures the patterns in those fields