**Week of April 18th**

**Blog 8: April 22nd**

Last week we had sent our first draft pre to our client and gotten lots of feedback. Also, we have a meeting with professor Jason on Tuesday to practice our presentation. Professor gave us some advice that first, we should not put lots of emphasis on the introduction part and problem statement. We should focus on how to tell our client a good story and give them some business insights, which will rise their interests. Secondly, the probability is very interesting and we should dig into that. We find that we can even combine this part with modeling part. We could use the variables that we found have the predictive power to be the filter of probability part.

Also, we had a meeting with Professor on Friday to reframe our presentation slides. We had a discussion about how we can present our content in a better order and what other contents should we add. For example, the time range problem is really interesting and could dig in. And for the final presentation to our clients, we will mainly use the PowerBI version because our clients are very willing to have some interactive experience. For example, we have done lots of visualization and clients could add filters as they want. So if they have some questions or new insights, we could do it really fast instead of doing it again.

This work our main work is on the final presentation, which is a really big challenge because we need to find a easier way to explain our business insights and work to our clients. We need to assume our clients are of different backgrounds and some of them know nothing about the project and any background. So how to make them understand our project is really a hug challenge.