**Week of March 18th- March 30th**

**Blog 6: April 3, 2019**

Based on Professor Jason’s suggestions and Mariem’s feedback, we had some confusing problems solved. In the beginning few weeks, we spent too much time figuring out the relationship between two datasets (the historical one and the current one) and hence made little progress. After continuous exploration and clarifications, we planned to work on the two datasets separately to increase work efficiency instead of struggling with how to generate business insights by merging them.

I was mainly responsible for doing preliminary analysis on the current dataset. To be more specific, I focused on certain features such as product level and business stage and tried to measure their relationship with our target variables. According to professor Jason’s advice, I did some visualizations on time series so that we can identify some interesting patterns over time. I generated several business explanations that I thought were reasonable and discussed them with Mariem. She was glad about our current progression and meanwhile suggested us to focus on how things changed inside the company like updated CRM system as well as outside. We were also advised to create more valuable visualizations by diving into some certain features. Also, I helped Enzhe to achieve the modeling objectives and we had some positive progress so far.

Mariem also suggested us to apply PowerBI for visualizations for the final presentation. Xun and Rashi were mainly responsible for this part of the job. Since they didn’t have much experience using this tool, they looked at some videos online and took the guidance to be more familiar with its usage and worked on the current dataset step by step. As Mariem suggested, I cooperated with them so that they would be much clearer about which columns or features should be taken to do the visualization.

During the weekly meeting last time, we mentioned our available time for final presentation. We decided to target on May 7th while we are still waiting for it being confirmed by Mariem. We also asked some questions about the Poster presentation so that we would not violate company privacy when we try to introduce our project. Rashi also sent an email to make sure what kind of contents we are allowed to post and what we need to avoid mentioning. Now I am trying to design the format of out poster and add part of our progress into it.

In the next few weeks, the main tasks would be working on PowerBI and generated more business insights based on the results. Also, we are trying to improve our model so that it can have a better performance.