**Week of March 31st- April 18th**

**Blog 7: April 18th**

These weeks, we mainly focused on performing visualizations on PowerBI, which is a smart visualization tool suggested by our client. Before that, I have already finished the basic descriptive analysis and visualizations in jupyter book, while using PowerBI would make it more interactive. This work was based on a merged dataset.

PowerBI is the primary component of our final presentation for the client. In order to allow them have a better understanding about our progress and analytics result, using this tool can definitely achieve our overall goal. We added different filters in our visualization so that it’s more interactive. In other words, our clients are allowed to see the analysis from a higher level. During our last weekly meeting, Mariem and another senior executive gave us some suggestive advice and feedback based on our progress. We received positive feedback for most of our work so far including the modeling result and the dashboards we created. Also, our client suggested us to put modeling and analysis part into PowerBI. Five of us were beginners for this tool and it was a little complicated initially. Even though, we tried to use different method and finally reached out client’s requirement.

Our clients also required to document our complete progress from very beginning of this project till now including the data cleaning, data merging, descriptive analysis, modeling, PowerBI parts and future steps. We put the screenshot of our work and explained the detailed information and interesting findings in their Wiki so that it would be easier for them to understand and refer to. It was also a good opportunity for our clients to understand our progress in a clearer way.

Furthermore, we sent out our initial version of our final presentation and received a lot of valuable feedback. Our final presentation is quite different for our clients since most of our work would be presented based on PowerBI while we need to prepare for a few slides to present to our class. Hence, we need to closely follow the guidelines in order to reach their expectations. Also, we have designed our first version of poster and modified it several times based on feedback from professor and clients. We need to update the visualization part when we finished it on PowerBI.

The final presentation date has been confirmed, which is on May 7th in New York City. We are looking forwards to the final presentation and will focus more to prepare for it.