**Week of February 9th-March 1st**

**Blog 3: March 2nd, 2019**

In these weeks, we got access to the data and began the process of initial data understanding and processing. During this, our mentor Chris Kelly got us in touch with one of his contacts to give us another view on the timing of the sales pipeline process. This gave us an opportunity to understand another perspective of how probabilities are assigned to every stage and what is the range of time periods set for each stage, giving us more understanding on the business discretion behind the pipeline process.

In our call after getting all the internal access, we made sure that we can log into the Intranet through the virtual system, get proper Share Drive access and make sure that technically we are all on the same page. We progressed with our descriptive analysis and regularly discussed our approach with Mariem Ayadi (our point of contact for weekly calls) every Friday. During the initial data exploration, we came across a lot of conceptual questions and also questions regarding some specific columns of the dataset. We sent out a joint email and asked if there was a data dictionary we could refer to and also enquired about a historic dataset, as it contained no column heads. We continued with our exploratory analysis and shared the output via Skype while on call.

We also got feedback on the preliminary draft we had submitted and made all the changes specified. After getting it reviewed, I sent the draft to the client. We got very constructive feedback in terms of what is good to keep, with very few things to eliminate and some extremely useful suggestions. These recommendations helped us effectively to sort through the kind of questions we would definitely like to pursue in our analysis. It helped streamline and prioritize our approach better.

These weeks were heavily focused on our sprint 2 of data explorations, initial processing and analysis. We studied the data as closely as possible, decided on our target variable and explored distributions of some key variables of interest. We maintained prompt communication with our client to show any output or regarding any immediate roadblocks.

From the draft feedback we received on Friday, we will be paying deep attention to their recommendations and approved questions and incorporate more visualizations to present those questions of interest. In the coming weeks, we aim to get more detailed results in order to build our analysis. With discussions we the client, feedback on the draft and discussions with Professor Jason, we are now developing a more confident approach.