**Week of February 18th- March 4th**

**Blog 4: March 4th**

In these weeks we progressed with the analysis on the questions we would like to answer. We received details about the missing column names and progressed with sorting and cleaning our dataset and aligning our historical dataset with the current one in order to approach the merging process. I sent across our preliminary draft that we had written on the business problem, solution approach and timeline and forwarded it to the client to get direction.

We had a really productive call, where we shared our Jupyter notebooks with Mariem Ayadi on the preliminary results. She gave us useful suggestions and was happy with the progress. Since, we do not have a data dictionary, we verified some of our assumptions of some important column names to understand their use in the analysis. I was particularly interested in the aspect of product group level and how many sales people are involved with a specific client or project. During the call, Mariem, helped me understand that aspect as well, which gave me a good direction and a potential aspect to explore.

We also got feedback on the preliminary draft we had submitted. 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, color coded by them. These recommendations helped us to effectively 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 with the client, feedback on the draft and discussions with Professor Jason, we are now developing a more confident approach to present results.