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

**Blog 7: April 18th**

These weeks saw a heavy progression towards finalizing our output and extending that to PowerBI, a visualization tool preferred and provided by the client to use. We shifted all of our exploratory analysis onto PowerBI to make it more interactive. We made visualizations on the merged file: which was a more wholesome dataset.

PowerBI is a major component of our final presentation. In order to make it more interactive for our clients, we used several filters in our visualizations to incorporate that requirement. The visualizations went through several rounds of discussions and revisions on our weekly calls. In two of our weekly calls, Mariem was joined in by another senior executive to view our progress and answer any of our questions. Those sessions were extremely useful as we showed our work to another member from their side and got valuable feedback. Our work was received by good feedback, clear direction and requirements. We also progressed by showing the modeling output. We also created several interactive versions of our dashboards. However, there was one roadblock during this time. Our client wanted us to incorporate the modeling/python notebooks onto PowerBI also. Since, we had just started to learn how to work with PowerBI, it was a challenge for us to transform those results in a different platform. We tried to look at several ways, however, are still in progress to include python outputs interactively.

Our client also wanted us to document our entire progress from the start of the semester to now, for every step: data cleaning, modeling, PowerBI, challenges and next steps onto their Wiki. We had to update each of those sections comprehensively with screenshots and it had to be as detail oriented as possible so that it is easy for someone to understand all the steps when they refer to it at a later stage. It was also an opportunity for the client to look at all our work in a consolidated way. We made sure to update all the steps onto the Wiki over the weekend. We were also scheduled to send them a first draft of our final presentation in order to get timely feedback. We sent in our first version as per the date planned on Monday (April 14th) and received a lot of feedback. The format of our final presentation is different, since a lot of emphasis is on PowerBI so that it opens up a stream of discussion and analysis from different directions according to people’s preferences. Therefore, we are looking to closely follow their guidelines to deliver as per their expectations.

We have also made the first version of our poster for the upcoming presentation. We need to fine-tune it and update the visualizations before we send it in for printing. We have also received an itinerary for our final presentation date, which is on May 7th, in New York City.

In the coming weeks we are going focus even more to streamline our final presentation as per their feedback!