

TEAM V
 ANLY482 SPONSOR MEETING
 MINUTES 5

Date	27 March 2017
Time	11:30AM - 12:40PM
Venue	Evershine & Century Complex
Attendees	Team V: Andrew, Sarah Vanitee: Jame
Agenda	<ol style="list-style-type: none"> 1. Run through revised EDA with Jame 2. Run through cluster analysis process and results with Jame 3. Run through association analysis process and results with Jame 4. Wrapping up the project

S/N	Item Discussed	Remarks
1	Revised EDA	<ul style="list-style-type: none"> - Andrew went through with Jame the EDA that we have revised. Jame acknowledged. - As for brow services, the prices can go up rather high and the price range can be quite wide. Jame confirmed that there could be brow packages which led to the higher price checkouts. For example, a one time payment of \$1000 can be charged for 12 sessions. - Vanitee does not keep track of this type of packages offered by professionals. They are looking at implementing a feature in the future just for packages. - Jame also mentioned that it is quite insightful to know about the niche and mass market that Andrew presented to him.
2	Cluster Analysis	<ul style="list-style-type: none"> - Andrew explained to Jame how we did the cluster analysis and the steps taken to prepare the data for it. Andrew explained to Jame that he used the total monetary value instead of average value

		<p>because there are instances where a customer booked once but spent a lot, whereas a customer may spend little but booked a couple of times more.</p> <ul style="list-style-type: none"> - Andrew took Jame through the normalisation of data and Jame acknowledged. - Andrew also explained to Jame the reason for using 6 clusters instead of the JMP optimal of 8. Jame acknowledged. - Since Cluster 3 seems to be the best case, he asked if we could look into it further to know who these people are, what they are booking and why they are booking. - Jame said the results are very useful for their marketing usage.
3	Association Analysis	<ul style="list-style-type: none"> - Before going into the results, Andrew explained to Jame the purpose of this analysis and how the data is prepared to do this. - Andrew also explained to Jame the challenges that we faced while doing this. - Andrew asked Jame if the category names are created by the professionals or Vanitee themselves. Jame said that it is Vanitee that creates the service category names. When creating a service, the professional will choose from the main category (level 1) first and if there are more specific categories, they can choose the level 2 categories. A professional can create their own category but usually they will choose from the selection that Vanitee has already because it is more than sufficient. - Jame mentioned they are open to the idea of packaging offers. Currently, professionals have the option to use the "Offers" feature in the app to create and package their offers. (e.g nail art + classic) - Jame also mentioned that with the "Offers" feature, the fees will still remain the same. - Jame also confirmed with us that professionals typically offer a variety of services that is related to the main category. (e.g. nail services offered by professionals will be related to nails and not have hair services per say)
4	Project wrap up	<ul style="list-style-type: none"> - Jame would like to know how we did this analysis <ul style="list-style-type: none"> ● Like how we understand the dataset ● How do we know what questions to ask

		<ul style="list-style-type: none"> ● What consideration did we make ● Why we cluster using the 3 specific variables <ul style="list-style-type: none"> - He would also want to know what are the recommended things that they can do <ul style="list-style-type: none"> ● Eg. they want to do targeted marketing but not sure who to target - They also are using an application that will track how users are using their app. - We mentioned to Jame that all of these will be included in our final report and given to them too.
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S/N	Action Item	Action By	Deadline
1	Prepare abstract	Andrew, Sarah	6 Apr 2017
2	Include items in final report that will be useful to Vanitee in the future	Andrew, Sarah	6 Apr 2017