

ANLY482 MEETING MINUTES WITH SPONSOR(S) (21 NOVEMBER 2016)

Date:	21 November 2016
Time:	16:15 – 17:15
Venue:	SGAG's Office
Attendees:	SMU: Anita, Sally, Xiu Ming SGAG: Karl Mak and team
Agenda:	<ul style="list-style-type: none"> Insights and findings from regression model and topic modelling

S/N	Things Discussed/Done	Remark
1.	Findings	<ul style="list-style-type: none"> Highlight to SGAG and team that the findings did not include outliers (e.g. Pokemon, flower post) and it's a year worth of data only Mr Karl requests for a copy of final slides including findings which include the Pokemon posts etc
2.	Recommendation	<ul style="list-style-type: none"> Team recommended SGAG to include for example Sue-Ann, Xiao Ming's name in the Post Message if they would like the next team to analyse the appearance of which SGAG character in the post will increase reach or video viewers SGAG to maintain a set of topics that they agree internally to be used for next team in measuring the performance
3.	Others	<ul style="list-style-type: none"> Informed Mr Karl of team's final presentation at SMU on 26th November around 2-5PM. Update Mr Karl once team confirm the presentation slot

Item Due (Team)/Action(s)
Copy of final slides by 26 th November