



Prof. Meeting Minutes #3

Date/Time 7th Feb 2018, 2:00PM-3:00PM

Attendees Arushi, Tanushree, Shubhangi

Serial Number	Notes	Actors	Follow up Action												
1	Developing a User Table: <ul style="list-style-type: none"> - RFM alone isn't enough - Need to add proportion of customers who did not show up/cancelled - Add frequency (how often they book) - Filter out data that represent less than 2% of the data - Be careful of outliers, not necessary all outliers are statistical (High number of bookings needed for analysis) - Funnel Plot Suggestion - Develop Table as follows: <table border="1" data-bbox="410 785 1118 1108"> <thead> <tr> <th data-bbox="410 785 485 1108">CUST ID</th> <th data-bbox="485 785 586 1108">Recency</th> <th data-bbox="586 785 711 1108">Frequency</th> <th data-bbox="711 785 850 1108">Propensity to attend (Cancel/no-show)/(Total bookings)</th> <th data-bbox="850 785 985 1108">Discount Distribution (10%)</th> <th data-bbox="985 785 1118 1108">Discount Distribution (20%)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	CUST ID	Recency	Frequency	Propensity to attend (Cancel/no-show)/(Total bookings)	Discount Distribution (10%)	Discount Distribution (20%)							Arushi and Tanu	Developing User Table by following meeting on the 14/-
CUST ID	Recency	Frequency	Propensity to attend (Cancel/no-show)/(Total bookings)	Discount Distribution (10%)	Discount Distribution (20%)										
2	Developing a Vendor Table: <ul style="list-style-type: none"> - Need to look at Redemption Rate - Find out how vendors are classified as heartland/CBD - Develop Table as Follows: <table border="1" data-bbox="315 1266 1118 1339"> <thead> <tr> <th data-bbox="315 1266 565 1339">Resto ID</th> <th data-bbox="565 1266 833 1339">Number of Bookings</th> <th data-bbox="833 1266 1118 1339">Redemption</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Resto ID	Number of Bookings	Redemption				Shubhangi							
Resto ID	Number of Bookings	Redemption													
3	Our Final Project Deliverables: A Report on 2 things: <ol style="list-style-type: none"> a. High Performing Vendors b. Dominant Traits for Customer Clustering To confirm with sponsor on project deliverable format		Share with Supervisor (Please find in 0902_Sponsor Meeting 3)												
4	Speaking with Sponsor Admin Responsibility for the Week: Shubhangi	Shubhangi	Email Sponsor Sending meeting agenda												

