



1603: Internal Meeting

Date/Time 16 March 2018, 4:00 PM – 7:00 PM

Attendees Shubhangi, Tanushree, Arushi

Tasks	Actor	Follow up Action
<p>Discussion on Clustering variables</p> <ul style="list-style-type: none"> • Transformation: <ul style="list-style-type: none"> - For continuous variables, if we observed skewness, we tried log, square root, power etc. - For categorical variables, converted them into proportions and checked for collinearity. We also checked if variables could be scored • Standardization: <ul style="list-style-type: none"> - Tried variables with z-score profiling • Read on Johnson Transformation literature 	Arushi, Shubhangi	Choose which variables and perform clustering with variables
<p>Abstract discussion:</p> <ul style="list-style-type: none"> • Made edits to abstract based on prof comments 	All	Submit final abstract
<p>Modify Variables based on Sponsor discussion:</p> <p>Recency - Number of days between last day of the year and last booking day</p> <p>Frequency – Number of days on platform/Number of bookings</p> <p>Monetary – Average of number of diners (since they earn standard fee per diner)</p>	Tansuhree	Modify variables on clustering sheet