**Date:** 12 January 2018

**Time:** 1130 - 1150

**Venue:** SIS Level 4

**Present**: Prof Kam, Eunice, Prajval, Wen Jie

**Agenda:**

1. Share with professor about the project, our progress with our client
2. Ask him about NDA
3. Ask about his knowledge of analysing unstructured data

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| S/N | Area of Discussion | Action to be taken  |
| 1 | Getting the opinion from prof regarding the three business problems discussed with our client, Akshay:1. Obtaining keywords / text analysis from online sites such as Amazon

While we can obtain large amount of data with text analysis for example, we are unable to control the data collected and we have no idea on the conversion rates from such keywords.1. Analysing conversion rates on client’s website

Recommended by Prof as the data can be obtained from the client. We can build a model to determine the respective conversion rates.While the quantity of data may not be sufficient for obtaining proper insights, due to low conversion rates with data spread out across products, we can apply and understand the approach we learn in class.A further extension is discussed regarding logistics management – analysing turnover rate and holding time of merchants.1. Bundling products for sales
 | Focus on our 2nd business problem on conversion rates.Praj – updating this with Akshay |
| 2 | NDAWe would sign the NDA before scanning and emailing to Akshay. He would sign and keep that copy.Akshay would sign a copy and scan it to us for us to print and sign. We would keep this original copy. | Sign and send to our client on Monday, 15/1/18 |
| 3 | Unstructured DataCan be done with image sensing | Can be looked at later on into the project if we should analyse this. |
| 4 | ProposalCompletion of the proposal | Group to work on the proposal, targeting to finish by 13/1/18, Saturday |

Minutes taken by: Wen Jie