

Meeting Minutes - [Team Ameilax]

Location: School of Information System Meeting Room 4.1

Date: 7th January 2016

Time: 4pm – 4.30pm

Attendance

Professor Kam Tin Seong, Wong Jia Wei, Tan Ziling Amy

Agenda Items

1. Update Prof Kam regarding project sponsor and data obtained
2. Consult Prof Kam on possibility of building a spreadsheet model to aid data entry
3. Consult Prof Kam on possible analytical methods to use for the project

Action Items

No.	Item	Action By	Due Date
1.	<u>Clarification of project scope</u> <ul style="list-style-type: none"> • The focus of the project should not be an Excel spreadsheet model – If not, will be like a CAT project • Current data is not enough, need more data (at least 5,000) • Team to request more data from Larry 	Jiawei	13 th January 2016
2	<u>Market Basket Analysis Technique</u> <ul style="list-style-type: none"> • To do preliminary research on market basket analysis for proposal • For cross sell and up sell 	Amy Jiawei	13 th January 2016
3.	<u>Other possible Analytical Techniques</u> <ul style="list-style-type: none"> • Suggestion from Prof: How to track utilization of the packages, is there a point when you can flag out when package is not being utilized and should send a reminder to the member? • Will explore further after market basket analysis 	NIL	
4.	<u>Finalize proposal</u> <ul style="list-style-type: none"> • Amy – Business Motivation, Objectives, Data • Jiawei – Methodology, Scope of Work, Timeline 	Ei Leen Amy Jiawei	9 th January

	• Ei Leen – review whole proposal		
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